

# Micole Simpson

## PRODUCT DESIGNER



To work in a challenging environment that would lead to the fulfillment of both corporate and personal goals where I can use all

Product Design should never be overly complicated, rather the idea is a result of careful study and observation, and design a product of that idea.



## EDUCATION

- Brainstation IO** April 2022- June 2022  
Certification : [UI Design](#)
- Springboard** June 2020- April 2021  
Certification : [UX/UI Design Career Track](#)
- University of Technology** August 2010-May 2014  
Degree : [Bsc. Land Surveying and Geographical Information Sciences](#)



## WORK EXPERIENCE

- UX/UI DESIGNER** Tassat  
**March 2023 - Present**
  - Built out version one of our design library and operated as a main designer on our Inter Banking Network (IBN) Platform
  - Lead Design Initiatives for our first settlement transaction system on the Tassat Pay Platform.
  - Creating design template files and processes to solve for designer-lead communication issues, consistency between separate design files, and more clarity for developer handoff
- UX DESIGNER** BNY Mellon  
**October 2022- March 2023**
  - Iterated on our design system to translate all importance of our products in collaboration with our engineers and product management team.
  - Collaborated with our external partners at Conquest to integrate a financial planning tool on our current platform for wealth advisors to utilize, whilst creating 10 end to end user flows in a rapid exploration design phase to better understand key pain points.
  - Worked in a scaled agile environment that was responsible for a 25% growth in user engagement whilst continuously improving the usability and accessibility of the Pershing X's digital products and services.
- PRODUCT DESIGNER** Skipify  
**Jul 2021- August 2022**
  - Led a series B funding design team in terms of growth, designed 40 high fidelity mock ups by creating a consistent style of color, typography and iconography in a rapid exploration and collaboration to prioritize user experience and data visualization.
  - Restructured the Information Architecture and content design framework through A/B testing and user testing to meet business goals with our partners Amex, Synchrony and Paypal.
  - Found product validation through 7 rounds of design iteration to improve impact user satisfaction score from a 2.5 to 4.0/5 .
- UI/UX DESIGNER** Freelance  
**August 2020 - January 2022**
  - Led in total 4 design teams that utilized Saas based software,that focused on user experience design and customer onboarding strategies.
  - Identified key research components which influenced design thinking and visual illustration.
  - Conducted Q & A strategy testing with business owners that drove acceptance testing for user interface implementation.
  - Utilized feedback from our user testing and user analytics tool to emphasize on our platform touch points and to simplify and execute the core task flows needed based on our users



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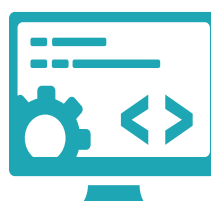


<https://medium.com/@micolesimpson>

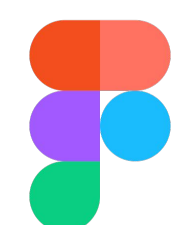


## SKILLS

- User Research
- Prototyping Tools
- Brainstorming
- Sketching
- Mobile UI/UX Design
- Delivery Presentations
- Design Ideation
- CSS
- Journey Mapping
- Javascript
- Human Computer Interaction



## SOFTWARE



Figma



XD



Sketch



Jira



Confluence



## HOBBIES



Photography



Wine Tasting



Music



Travel