

mas | Micole Simpson

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I am authorized to work for any U.S. employer.

Summary

Distinguished Product/UX/UI Designer with nearly 5 years of experience, adept at crafting user-centric design solutions that drive revenue growth and enhance user satisfaction. Demonstrates advanced proficiency in Figma for executing comprehensive UX/UI projects, excelling in transforming complex user requirements into intuitive and accessible designs. Proven leadership in cross-functional collaborations has been pivotal in launching innovative products that align with business objectives and exceed user expectations.

TECHNICAL AND PROFESSIONAL SKILLS

- **Design:** User Interface Design | Wireframes | Material Design | Interaction Design | Rapid Prototyping | Responsive Web Design | Design System Management
- **Research & Analysis:** Competitive Analysis | Information Architecture | Usability Testing | Journey Mapping | Affinity Mapping
- **Professional:** Adaptability | Time Management | Creative Problem Solving | Interpersonal Communication | Conflict Resolution | Public Speaking | Mentoring
- **Software:** Figma | Pow Wow | Axure | Jira | Confluence | Adobe XD | Microsoft Excel | Illustrator | Miro
- **Languages:** Javascript | CSS | HTML | React | Tailwind CSS

Experience

LEAD UX/UI DESIGNER | TASSAT | MARCH 2023 – OCTOBER 2024

In 2024 Tassat streamlined \$24 trillion B2B bank payments market with blockchain – based solution on google cloud. Tassat uses a private, permissioned blockchain based on Ethereum, with each bank having its own blockchain.

- Directed the development of Tassat's blockchain-based B2B payment solution on Google Cloud, significantly enhancing the \$24 trillion market by streamlining transactions and ensuring secure, private exchanges between banks.
- Initiated the establishment of Tassat's inaugural design library and standardized the design process through comprehensive sessions, achieving a unified user interface across platforms and contributing to a 65% transaction volume through UI improvements.
- Orchestrated the design and implementation of an AI tool for processing medical claims, leveraging blockchain technology to expedite claims processing, which became integral to our annual 2.5 trillion transactions, enhancing user experience and operational efficiency.

UX DESIGNER, VP | BNY MELLON PERSHING X | OCTOBER 2022 – MARCH 2023

Pershing's revenue increased 10% in 2023 to 2.79 billion, where its WOVE platform contributed 40million of the total revenue. Pershing X is leading provider of clearing and custody, trading and settlement, advisory and investment solutions, data insights, business consulting and other services to wealth management and institutional firms looking to grow their businesses.

- Spearheaded the iteration of Pershing X's design system, enhancing product clarity and coherence in collaboration with engineers and product managers, directly contributing to a 10% revenue increase to \$2.79 billion in 2023.
- Forged a strategic partnership with Conquest to integrate the WOVE financial planning tool into our platform, designing 10 end-to-end user flows in a rapid exploration phase, which pinpointed critical user pain points and streamlined advisor experiences.
- Drove a 25% surge in user engagement by fostering a scaled agile environment, optimizing the usability and accessibility of Pershing X's digital products and services, thereby bolstering client satisfaction and platform adoption.

FOUNDING PRODUCT DESIGNER | SKIPIFY | JULY 2021 – AUGUST 2022

Skipify's Commerce Identity Cloud, containing hundreds of millions of shopper identities from leading financial institutions which produced a 52 million dollar revenue since its running. Through these customers financial institutions, they are instantly identified at checkout – no prior use or account creation necessary.

- Spearheaded the design team for Skipify's Commerce Identity Cloud, achieving a 35% acceleration in sales and generating over 7 million in revenue by creating 40 high fidelity mockups, enhancing 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.
- Directed the front-end development of our payments platform, resulting in a seamless checkout process for hundreds of millions of users, directly contributing to a 52 million dollar revenue increase.

FREELANCE UX/UI DESIGNER | UPWORK | AUGUST 2020 – JANUARY 2022

Created robust interfaces primarily surrounding the social media market, AR/VR space, Toy Recycling, LLM's and automation of resume building.

- 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

Education

CERTIFICATE IN ADVANCED UI DESIGN | BRAINSTATION IO | APRIL 2022 – JUNE 2022

CERTIFICATE IN UX/UI DESIGN | SPRINGBOARD | JUNE 2020 – APRIL 2021

BACHELOR OF SCIENCE IN LAND SURVEYING | AUGUST 2010 – MAY 2014 | KINGSTON, JAMAICA

ASSOCIATE OF ARTS IN ENVIRONMENTAL STUDIES | JUNE 2008 – NOVEMBER 2010 | KNOX COLLEGE, MANCHESTER, JAMAICA

Hobbies and Interests

UX/UI Mentorship, Wine Tasting, Biking, Travelling