

mas | Micole Simpson

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Summary

Innovative Product/UX/UI Designer with 4.5 years of experience driving design consistency, user satisfaction and revenue growth. I have seemed to connect the dots with user pain points and understand how to solve them. Design should never be overly complicated, it should be a study of commonalities between user pain points, visual elements, and architecture. The business goals of a product should connect with the user's needs, which creates a tangible and unique experience.

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

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.

- Built out version one of our design libraries and ran design sessions to standardize our design process and decisions.
- Shipped a new product which involved an A.I tool for processing medical claims whilst utilizing our blockchain technology for faster turnaround times, this became a part of our annual 2.5 trillion transactions window, 65% of this was accounted for through the U.I
- Lead Design Initiatives for our first settlement transaction system and Inter Banking platform for digital assets and banking clients.
- Create design template files and processes to solve designer-lead communication issues, consistency between separate design files, and more clarity for developer handoff.
- Audited the business and future enhancement documentations to solve gaps improvement to the UX Architecture.

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.

- 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 WOVE 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.

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.

- Led a series B funding design team in terms of growth, designed 40 high fidelity mockups 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.
- Worked on and navigated the front-end aspects of our payments platform which saw a 35% acceleration in sales and over 7 million in revenue through our U.I.

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