Fer Higginbotham

Senior UX / Product Designer

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SKILLS

- Product & UX Strategy
- End-to-End Product Design (Discovery → Launch)
- Native Mobile Design (iOS & Android)
- Design Systems & Governance
- Research Synthesis & Insight Framing
- Cross-Functional Collaboration (PM, Eng, Research)
- Accessibility & Inclusive Design (WCAG)
- Executive & Stakeholder Communication

Tools: Figma, FigJam, Prototyping tools, Design System tooling

PROFILE

I'm a Senior UX Designer with 10+ years of experience designing user centered products.

As a Latina mom who values creativity, fitness, and hands-on making, I bring empathy, craft, and pragmatism to my work.

I specialize in leading end-to-end design across iOS and Android, partnering closely with product and engineering to turn research into clear, scalable experiences that create meaningful value for users.

EXPERIENCE

USAA *Position: UX/UI Designer* **SEPT 20–PRESENT**

Designer embedded within cross-functional product teams, owning UX strategy and delivery for member-facing native mobile experiences across banking, insurance, and commerce.

- Lead UX Designer for a cross-product loyalty & rewards program, securing executive buy-in and multi-year funding.
- Founded and led a native design education program to improve iOS and Android design quality and consistency.
- Defined acquisition and onboarding strategies across native platforms.
- Owned iOS widget design across multiple OS releases.
- Improved design systems, documentation, and team enablement.

Contract position with TCW at USAA **MAY' 19–SEPT' 20**

Position: Mid UX/UI Designer

- Contributed to the redesign of USAA's iOS and Android apps, improving core member flows.
- Led qualitative research and usability testing (UserZoom, moderated sessions).
- Translated research findings into actionable insights for product and design partners.

Texas State University, San Marcos, TX **AUGUST '15–APRIL '19**

Position: UX/UI Designer

- Designed and improved public-facing digital experiences for a large, diverse user base within strict accessibility and compliance requirements.
- Partnered with cross-functional teams to translate policy and regulatory needs into clear, usable interfaces.
- Built early experience in human-centered design, usability testing, and stakeholder collaboration that continues to inform my work in regulated environments.