



# Malcolm Johnson

UI/UX Designer

314 224 9696

malcolmdjohnson@gmail.com

malcolmtosh.com

## Expertise

I am a digital designer and marketer with over a decade of experience. I believe in using design to increase conversion, reduce cost of maintenance and to make things easy to use.

## Experience

### UI/UX Designer | H&L Partners

March 2020 — Present

Design user interfaces to achieve quantifiable business goals; develop HTML5 web banners. Clients: McDonald's, Toyota, AAA, and SW Safety.

### Graphic Artist | Ansira

April 2013 — March 2020

Created digital and traditional media advertising templates for co-ops. Clients: Acura, Honda, Ferrari, Alfa Romeo, VW, Lincoln, and Planet Fitness.

### Digital Marketing Coordinator | Wash U. School of Medicine in St. Louis

August 2014 — January 2015

Co-led the website redesign project for the Siteman Cancer Center. Created content for the social media platforms and measured their effectiveness.

### Freelancer | malcolmtosh.com

January 2009 — Present

Design and develop digital products for startups and established businesses.

## Education

### M.A. in Advertising & Marketing Communications | Webster University

July 2013

### B.S. in Marketing | Missouri State University

July 2009