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Malcolm Johnson

UI/UX Designer

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Expertise

I am a multidisciplinary designer 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 website revamp for Siteman Cancer Center. Created content for their social media pages, analyzed and reported 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