

# Malcolm Johnson

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## Passion

I use design to solve problems and bring ideas to life.

## Experience

### UI/UX Designer

H&L Partners | March 2020 — Present

Use research-based fundamentals to design digital products to increase conversion, reduce the cost of maintenance and improve usability. Develop animated web banners using HTML, CSS and JavaScript.

### Graphic Artist

Ansira | April 2013 — March 2020

Collaborated with cross-functional teams and external agencies to design digital advertising templates for co-ops to reduce costs and create a consistent look and feel to national campaigns.

### Digital Marketing Coordinator

Washington University in St. Louis | August 2014 — January 2015

Co-led website redesign for Siteman Cancer Center. Developed information architecture based on stakeholders' workshops. Created and wrote social media content; measured and reported its effectiveness.

## Expertise

### Design

UI/UX design  
Brand design  
Website design  
Rapid prototyping

### Strategy

Research  
UI/UX audits  
Digital strategy  
Stakeholder workshops

### Technical

Figma  
Adboe XD  
Adobe CC  
HTML/CSS/JS

## Education

### Master's in Advertising & Marketing Communications

Webster University | July 2013

### Bachelor's in Marketing

Missouri State University | July 2009