

Malcolm Johnson

(314) 224-9696
malcolmtosh.com
malcolmdjohnson@gmail.com

Summary

Visual and UX design professional with 10+ years of experience working in various sectors that include FinTech, automotive, food, retail, non-profit, health care, and higher education.

Skills

UX/UI design
Visual design
Interaction design
Wireframing
Prototyping
WCAG standards
Journey mapping
User personas

Tools

Figma
Sketch
InVision
Adobe XD
Photoshop
Illustrator
InDesign
HTML/CSS/JavaScript

Research

Usability testing
A/B testing
Qualitative & quantitative data analysis
Competitive analysis
WEVO

Experience

Senior UX Designer | Mastercard (Contractor)

November 2021 — Present

- Lead and sole designer for My Data platforms which live under Mastercard's data privacy division
- Regularly work cross-functionally with Research, Product, and Engineering through the agile product development process
- Redesigned public-facing personal data request landing, sign-in, and account creation pages
- Responsible for setting the agenda for what user experience problems to focus on, solve, and prioritize
- Report key findings and recommendations to project managers, executive leadership and other stakeholders
- Analyze quantitative and qualitative data with research partner to construct design solutions

UX/UI Designer | H&L Partners

March 2020 — November 2021

- Led UX initiatives and research efforts as the agency's sole user experience designer
- Applied Lean UX design process to create landing pages and emails to increase conversion, reduce the cost of maintenance and improve usability
- Designed digital products for various industries such as automotive, health care, retail, and food
- Created wireframes, mock-ups and clickable prototypes
- Developed animated web banners using HTML, CSS and JavaScript (GSAP)

Certifications

LinkedIn UX Design

- 1 Overview
- 2 Analyzing User Data
- 3 Creating Personas
- 4 Ideation
- 5 Scenarios/Storyboards
- 6 Paper Prototyping
- 7 Implementation Plan

LinkedIn Design Thinking

Understanding The Process

Implementing The Process

LinkedIn UX Foundations

Information Architecture

Multidevice Design

Prototyping

Style Guides and Design Systems

Bootcamp

Front-end Development

Savvy Coders

Education

Master's Degree

Advertising & Marketing Communications

Webster University

Bachelor's Degree

Marketing

Missouri State University

Experience

Designer | Ansira

April 2013 — March 2020

- Collaborated with clients and account managers to design landing pages, emails, digital and traditional ads that created a cohesive experience for their customers
- Designed ads that were hyper-targeted for local markets that were consistent to national campaigns and adhered to brand guidelines to achieve their strategic goals
- Developed, tested and deployed HTML5 web banners

Volunteerism

Young Friends Board Member | Jazz St. Louis

August 2022 — Present

- Drive the mission of Jazz St. Louis to lead the community in advancing the uniquely American art of jazz through live performance, education and outreach

Communications Designer | AAF St. Louis

July 2021 — July 2022

- Used visual design elements to deliver information to an audience to spread awareness about the local advertising professional community
- Redesigned the American Advertising Federation St. Louis' website

Volunteer | Contemporary Art Museum St. Louis

February 2010 — September 2013

- Helped enrich lives and inspire curiosity, creativity, and learning through experiences with contemporary art
- Worked and assisted with the set up of exhibit openings, programs and events