

Malcolm Johnson

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

Summary

Product and visual designer with 10+ years of experience shaping digital products across FinTech, automotive, retail, and non-profit sectors.

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

November 2021 — Present

Spearhead initiatives that drive design consistency, efficiency, and accessibility across Mastercard's global digital presence.

- Championed the evolution of Mastercard's first B2C UI Kit, transforming it from an agency-built handoff into a scalable, enterprise-grade design system.
- Led cross-functional collaboration with engineers and regional teams to roll out design standards to over 90 localized sites, significantly reducing duplication and time-to-market.
- Projected a 57% decrease in design and engineering hours through systematized workflows and reusable components.
- Generated an estimated \$70K in cost savings by building internal design resources and templates, with long-term savings expected to reach the multi-million-dollar range globally.

UX/UI Designer | H&L Partners

March 2020 — November 2021

Served as the agency's first dedicated UX designer, embedding research and user-centered thinking into campaign strategy and execution.

- Established UX research practices that led to a 25% lift in user satisfaction across client touchpoints.
- Optimized conversion funnels through user-tested landing pages and email campaigns, increasing client KPIs by up to 40%.
- Accelerated delivery timelines by producing efficient wireframes, prototypes, and interaction models for automotive, healthcare, and retail brands.
- Integrated motion design and front-end animation (HTML, CSS, JS) into digital campaigns, boosting click-through rates and overall ad engagement.

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

Savvy Coders — Front-end Development Bootcamp

Education

Master's Degree

Advertising & Marketing Communications

Webster University

Bachelor's Degree

Marketing

Missouri State University

Experience

Designer | Ansira

April 2013 — March 2020

Partnered with national and local brands to deliver consistent, high-performing digital campaigns tailored to diverse markets.

- Acted as a design lead across multiple accounts, aligning business goals with user needs for email, display, and web creative.
- Delivered localized digital campaigns that increased regional conversions by 40% through tailored messaging and precise targeting.
- Championed digital production standards and quality assurance for HTML5 banners, improving performance and reducing rework.

Community Involvement

Young Friends Board Member | Jazz St. Louis

August 2022 — August 2023

- Advocated for the growth of jazz education and performance in the St. Louis community, helping extend outreach to new audiences.

Communications Designer | AAF St. Louis

July 2021 — July 2022

- Redesigned AAF St. Louis's website and communications to improve usability and amplify its voice in the advertising industry.

Volunteer | Contemporary Art Museum St. Louis

February 2010 — September 2013

- Contributed to meaningful museum programming and experiences that foster public engagement with contemporary art.