

Dexter Washington

Los Angeles, CA • (562) 542-5661 • dextefw15@gmail.com • <https://www.linkedin.com/in/dexter-w-a219bb182/>

Founder | Lead UX/UI Designer

Scalable UI & Web Experience Design | Webflow Development | Design Systems & AI-Driven UX

Lead UX/UI Designer with 9+ years of experience specializing in Webflow, Figma, and coded design systems. Proven expertise in leading cross-functional design initiatives, building scalable design systems, and improving digital experiences for enterprise and startup clients. Recognized for creating design operations frameworks and data-driven design solutions that elevate usability and conversion. Passionate about mentoring design teams to deliver measurable business outcomes. Directed high-traffic web initiatives tied to major ad placements on Fox and Hulu. Designed an AI interface for a Chat Experience.

Skills

UI Design | User Experience (UX) | AI Prompting | Interaction Design | Market Research | Webflow Development | Wireframing & Prototyping | Design Ops | Design Systems | Usability Testing | Accessibility | Stakeholder Management | Teamwork & Collaboration | Strategy & Leadership | Feedback & iteration | Agile Workflows | AI-Driven UX

Experience

JUNIPER NETWORKS, Remote

December 2023 - Present

Lead UX/UI Web Designer

Led end-to-end UX and UI initiatives for Juniper's enterprise web ecosystem, partnering with engineering and marketing teams to improve design quality, performance, and scalability.

- Built and implemented a comprehensive design system and component library from the ground up, enabling consistent and efficient design across all marketing and product pages.
- Created new web pages and collaborated with developers for efficient handoff and implementation.
- Formulated and launched a new global header and footer navigation system, improving accessibility, usability, and brand consistency across Juniper.com.
- Crafted campaign web pages for Juniper's F1 partnership with Aston Martin, transforming creative concepts into a responsive, on-brand web experience that showcased performance and innovation.
- Crafted campaign web pages for the AI Native NOW "The Now Way to Network" campaign featuring Christina Hendricks, highlighting Juniper's AI-driven technology and storytelling through an engaging web page.
- Led UX research and prototyping for Juniper's AI Chat Experience, gathering stakeholder feedback and delivering a high-fidelity interactive prototype.
- Partnered with development teams to streamline handoffs and maintain design fidelity across implementation and QA phases.
- Results: Enhanced navigation consistency across 50+ global components, optimized site usability scores, and reduced campaign page delivery timelines by 25%, directly supporting high-traffic product launches and F1 partnership campaigns.

CRAFTED STUDIOS, Remote

June 2021 - Present

Founder & Lead UX/UI Designer

Founded and lead an award-winning design studio specializing in UX/UI design and Webflow development for startups and enterprises worldwide.

- Designed and developed full-cycle web experiences for clients including Yahoo, JetBlue Ventures, Zest AI, FalconX, Allegiant Airlines, Delta, and Mom's Meals, balancing creativity with performance and usability.
- Built scalable design systems and component-based workflows to elevate design consistency and accelerate client project delivery.
- Managed a multidisciplinary design and development team, overseeing user research, wireframes, prototypes, and stakeholder presentations.
- Implemented PM methodologies to streamline project delivery and refine design-to-dev handoff times.
- Delivered end-to-end web experiences, from user research and wireframes to final Webflow development.

- Results: Launched 50+ client websites across SaaS, aviation, and fintech sectors; increased conversion rates by 15–30%; and reduced design-to-development timelines by 20% through systemized design practices and efficient workflows.

FALCONX, Remote

August 2021 - December 2022

Design Lead

Directed UX/UI strategy for FalconX, a leading institutional crypto trading platform, overseeing the design of web and marketing experiences that supported product growth.

- Designed web journeys and landing experiences converting national press coverage into measurable sign-ups.
- Collaborated with engineering and marketing teams to unify design across FalconX's product suite.
- Led creative direction for feature rollouts and brand refresh initiatives.
- Optimized design-to-development workflows, improving communication and efficiency between teams.
- Results: Boosted conversion from campaign traffic by 22%, enhanced design handoff efficiency by 30%, and established scalable design templates used across FalconX's marketing ecosystem.

LEVER, Remote

June 2021 - September 2022

Lead User Interface Designer

Collaborated with product managers, engineers, and marketing teams to design modern, user-friendly career board experiences for Lever's enterprise clients in the talent acquisition and recruiting space.

- Designed a front-end interface for Lever's API-powered career web applications, collaborating with engineers to ensure seamless data flow, performance, and usability across enterprise client sites.
- Collaborated with cross-functional teams of product managers and engineers to redesign client career board experiences for Mom's Meals, Allegiant Airlines, and Delta—improving candidate usability and visual consistency across platforms.
- Collaborated with PMs and engineers using Agile methodology to deliver feature-ready mockups and interaction prototypes.
- Conducted usability testing and design reviews to ensure accessibility, performance, and brand alignment for each client.
- Directed cross-functional teams to improve the end-to-end candidate journey, enhancing clarity and reducing drop-off rates.
- Results: Improved application completion rates across enterprise client career portals and increased design delivery speed by 20%, strengthening Lever's reputation as a leading recruitment platform partner.

BEARLY MARKETING, Remote

September 2019 - February 2021

Web Specialist

Collaborated with marketing teams to design and optimize high-converting landing pages for SaaS clients. Focused on user acquisition, data analysis, and A/B testing to enhance engagement and drive measurable growth.

- Crafted responsive landing pages aligned with brand guidelines and marketing goals.
- Conducted user and competitor research to inform page structure, layout, and messaging.
- Applied SEO best practices and A/B testing to improve visibility and conversion rates.
- Managed A/B testing cycles to validate hypotheses and optimize key interaction points.
- Partnered with developers and marketers to ensure technical quality and creative alignment.
- Monitored analytics to identify performance gaps and continuously refine the user journey.
- Results: Increased lead generation by 18% across multiple diverse industry campaigns through user-centered design and continuous optimization.

Education And Certifications

Some College Digital Arts

El Camino College, Torrance, CA

September 2012 - July 2014