

Mindy Kilgore

Product Designer / Digital Strategist

mindykilgore@mkilgoredesign.com | [in/mindy-kilgore](https://www.linkedin.com/in/mindy-kilgore) | mkilgoredesign.com

Experience

“Product Designer / Digital Strategist” – *Mindy Kilgore Design (Freelance / Contract)*

June 2016 - Present

- Craft user-centric product experiences, visual digital assets, and advise on digital marketing & strategy for 50+ small business clients in entertainment, education, travel, and retail that aligns with business goals and user needs.
- Produce scalable visual assets and branded content, including UI assets, logos, book designs, online course material, album covers, event posters, web designs, design systems, illustration, storyboarding, animation/motion graphics, and social media & print marketing that increases user engagement significantly, on average over 40% across projects.
- Expanded services in 2020 to include UX and digital strategy consultancy, obtaining a budget of 2 - 7K and scoping a solution: planning discovery interviews, UX audits for design, usability, & WCAG accessibility recommendations, optimizing sales funnels, defining & documenting project requirements, end-to-end redesigns using rapid wireframing & interactive prototypes - achieving a 18% average increase in conversion rates across projects.

“UX Architect / Strategist” – *BVK (Full Time)*

March 2023 - March 2025

- Led UX digital strategy and design at a marketing agency specializing in higher education and travel brands such as the PBS Foundation, UC Colleges, and state travel bureau; presented insights to stakeholders with effective presentations, working across 2-3 client projects monthly.
- Planned digital strategy and optimized funnels for campaign landing pages, donations / donor engagement, enrollment, events, trip planning to national parks, and B2C retail / ecommerce initiatives - contributing to an average 20% increase to user engagement across projects.
- Performed UX audits and recommendations aligned with WCAG and platform-specific guidelines, contributing to an average 25% improvement in usability scores based on Lighthouse reports and heuristic evaluations.
- Spearheaded responsive, inclusive design system initiatives across web and mobile app interfaces, ensuring consistency in behavior, branding, and layout across multiple platforms & tracked evolving UI/UX patterns and translated insights into forward-looking design strategies.
- Contributed to storytelling through interactive prototypes, motion graphics, UI microinteractions, and high-fidelity visuals—reducing feedback loops and enhancing the emotional impact of brand surfaces.

“Board Director / Creative Designer & Digital Strategist” – *Inland Arts Council (Part Time)*

May 2021 - September 2022

- Directed end-to-end concept development and execution for public-facing events supporting the visual and performing arts community in Springfield, MO, leading cross-functional collaborations with local artists, educators, and civic groups, expanding organizational partnerships and broadening access to community arts initiatives.
- Executed creative strategies for events by unifying visual direction, marketing initiatives, and brand consistency with organizational objectives and key audiences - driving profit from attendance & donor engagement by over 30% in one year and prompting the regional arts council to initiate a partnership, offering funding and grant support for future programming.
- Mentored independent artists on digital marketing and brand strategy, leading hands-on sessions in content planning, audience targeting, and platform optimization — resulting in an average 40%+ increase in online engagement across their social media channels.

Skills

Advanced in Figma, Adobe Creative Suite, proficient in common UX design and project management tools, advanced in product design process, discovery sessions, usability audits, information architecture, qualitative and quantitative user research, user testing, user journeys/flows, stakeholder workshops, rapid wireframing, interactive prototyping, accessibility, design systems, responsive design, mobile-first design, project management, end-to-end web design, campaign / landing page design, branding, color theory, storyboarding, digital illustration, graphic design, animation, 3D modeling, gamification principles, agile methodologies, A/B testing, B2C, B2B & SaaS product strategy.

Education

Missouri State University, Springfield, MO

Bachelor of Fine Arts (BFA)