# Mindy Kilgore
## Product / UX Designer | Digital Strategist
mindykilgore@mkilgoredesign.com | [in/mindy-kilgore](#) | [mkilgoredesign.com](#)

## Experience

**Product / UX Designer** *– Mindy Kilgore Design (Freelance / Contract)*
June 2016 - Present

- Craft user-centric product experiences, digital assets, and advise on digital strategy for 50+ small business clients in entertainment, education, travel, and ecommerce web and applications that aligns with business goals and user needs - achieving over 20% average increase in conversion rates across projects.
- Produce scalable visual assets and branded content, including UI assets, book designs, online course material, album covers, event posters, web designs, campaign landing page design, branding design systems, and storyboarding for animation / motion graphics 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, defining & documenting project requirements, usability audits, end-to-end product redesigns using rapid wireframing & interactive prototyping - decreasing friction to conversions by 35%.

**UX Architect / Strategist** *- BVK (Full Time)*
March 2023 - March 2025

- Led digital strategy and product design at a marketing agency specializing in higher education and travel brands such as the PBS Foundation, UC Colleges, and state travel bureaus; presented insights to stakeholders with effective presentations - contributing to over 20% increase in conversion rates across projects.
- Spearheaded responsive, inclusive, mobile-first design initiatives across web and mobile app interfaces, ensuring consistency in behavior, branding, and layout across multiple platforms - decreasing development time by 25%.
- 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 - increasing user engagement by 40%.

**Board Director / Designer & Digital Strategist** *- Inland Arts Council (Part Time)*
May 2021 - September 2022

- Directed end-to-end concept development and execution for public-facing products and events supporting the visual and performing arts community in Springfield, MO - driving 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.
- Executed creative strategies for digital & print products and events by unifying visual direction, marketing initiatives, and brand consistency with organizational objectives and key audiences, led cross-functional collaborations with local artists, educators, and civic groups - driving user engagement and attendance by over 45% from 2021 to 2022.

**UX Designer** *- Millennial Assistants (Contract)*
July 2020 - January 2021

- Created mobile-first, responsive websites, applications, and interface components informed by A/B Testing and qualitative / quantitative user research that addressed usability challenges, optimized visual hierarchy, and enhanced user flow for small business clients in the Midwest—contributing to a 15% increase in task completion rates across projects.
- Maintained design consistency through disciplined application of UI pattern libraries and brand systems, enabling streamlined development and reducing design QA feedback cycles by over 40%.
- Collaborated with cross-functional teams in the ideation and execution of design that supported team goals with user experience in mind - contributing to an average 30% increase in user engagement across projects.

## Skills

Advanced in Figma, Adobe Creative Suite, advanced in common design tools (Adobe XD, Sketch, Balsamiq), project management tools (Jira, Notion, Asana, Clickup, Basecamp), Shopify / Fintech integration, 3D modeling, gamification principles, waterfall and agile methodologies, B2C, B2B & SaaS product strategy, WCAG guidelines, Apple Human Interface Design, and Google Material Design.

## Education

**Missouri State University, Springfield, MO**
Bachelor of Fine Arts (BFA)