

Mindy Kilgore

UX / Product Designer | Digital Strategist

mindykilgore@mkilgoredesign.com | in/mindy-kilgore | mkilgoredesign.com

Experience

UX / Product 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 design systems with CMS components, web designs, campaign landing page design, logos, book designs, online course material, album covers, event posters, storyboarding, animation / motion graphics that increase user engagement significantly, on average over 60% across projects.
- Expanded services in 2020 to include UX and digital strategy consultancy, obtaining a budget of 2 - 7K and scoping a solution: planning qualitative & quantitative user research, UX audits, and end-to-end product redesigns using rapid wireframing & interactive prototyping - that cut project timelines by weeks and improved task success rates by 40%.

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 - consistently produced first review deliverables in half the time required for SLA.
- Spearheaded responsive, inclusive, mobile-first design initiatives across web and mobile app interfaces, ensuring consistency in behavior, branding, and layout across multiple platforms - decreasing wireframing time by half.
- Advanced 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 45% in one year and prompting the regional arts council to initiate a partnership, offering funding and grant support for future programming.
- Led cross-functional collaborations with local artists, educators, and civic groups, broadening access to community arts initiatives: unifying creative strategies for digital & print platforms by standardizing visual direction, marketing initiatives, and brand consistency with organizational objectives and key audience - driving attendance by over 60% 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 - achieving a 25% 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 web and email newsletter design that supported team goals with user experience in mind - resulting in an average 40% 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), user testing tools (Maze, Usertesting, Crazy Egg, Pendo), Shopify / Fintech integration, 3D modeling, gamification principles, waterfall and agile methodologies, B2C, B2B & SaaS product strategy, WCAG guidelines, Apple Human Interface Guidelines, and Google Material Design.

Education

Missouri State University, Springfield, MO

Bachelor of Fine Arts (BFA)