Mindy Kilgore
UX / Product Designer | Digital Strategist

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Experience

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

- Craft responsive layouts, design systems, scalable digital assets, improve accessibility, and advise on digital strategy for 50+ small business clients in entertainment, education, travel, B2B & B2C ecommerce, and SaaS web and mobile applications that aligns with business goals and user needs; achieving over 20% additional conversions 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; reaching audiences of millions and receiving over 10K-100K likes.

- Expanded services in 2020 to include UX and digital strategy consultancy: planning discovery interviews, qualitative & quantitative user research, UX recommendations, and end-to-end product redesigns using rapid wireframing & interactive prototyping; reducing project timelines by 3-5 days and improving task success rates by 50-800 additional completed tasks.

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 Davis, and Wyoming Office of Tourism, presented insights to stakeholders; delivering high-impact digital experiences under tight deadlines and shifting client needs.

- Spearheaded responsive design systems across web and mobile app interfaces, maintaining and ensuring consistency in behavior, branding, and layout across multiple platforms; reducing wireframing and handoff time by 60% and accelerating cross-team production efficiency.

- Advanced storytelling through interactive prototypes, motion graphics, UI micro-interactions, and high-fidelity visuals: enhancing the emotional impact of brand surfaces; increasing traffic significantly, reaching audiences up to 2M.

UX / Product Designer *- 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; increasing donor engagement by over 100% within a year and securing a new partnership with the regional arts council that expanded funding and grant opportunities 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; resulting in a 2x increase in event attendance in 1 year.

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

- Created mobile-first, responsive websites and interface components informed by A/B Testing, personas, and behavioral data that addressed usability challenges, optimized visual hierarchy, and enhanced user flow for small business clients and national B2B & B2C ecommerce; generating 200-1,500 additional qualified leads and sign-ups across projects.

- Maintained design consistency through creation and disciplined application of UI pattern libraries, branding style guides, and design systems; enabling streamlined development and reducing design QA feedback cycles by 3-5 days per project.

- Collaborated with cross-functional teams in the ideation and execution of campaign & email newsletter design that supported team goals with user experience in mind; resulting in an average 500-1,500 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), web / CMS platform development (Webflow, Wordpress, Drupalm, Wix), 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)