

Todd Crawford

UX/UI Designer

Portfolio
toddcrawforddesign.com

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Socials

 [todd](#)

Skills

User research, Users interface, visual design, usability testing, interaction design, wireframe, prototyping, Mockups, user flows, UX strategy, product management, teaching and mentoring.

Tools

Figma, FigJam, Figma Make, Adobe XD, Photoshop, Illustrator, Miro, Microsoft Office 365, CSS, Html, and WCAG Accessibility, Salesforce lightning, JS React, Highcharts, ChatGPT, Claude

Education

Fairleigh Dickinson University
Bachelor of Fine Arts 2001
Cum laude

Certifications

Introduction to User Experience Principles and Processes
August 2023

ICAgile Certified Professional
January 2018

Experience

CFA Institute November 2025 – Presently, Remote
Senior UX Designer (AI & Digital Learning)

Drove UX strategy and execution for an AI education course, translating advanced AI topics into user-centered learning experiences that increased engagement by ~20% and completion rates by ~15% across a global professional audience.

Collaborated cross-functionally with product, engineering, and content teams in Agile sprints to deliver scalable, accessible designs, improving learner satisfaction and usability scores while maintaining alignment with CFA Institute standards.

Senior UX Designer | Data Visualization & Reporting | Statewide Digital Learning Platforms Consultant

HMH (Houghton Mifflin Harcourt) April 2025 – Presently, Remote
Senior UX Designer with extensive experience designing data-intensive education and SaaS platforms, specializing in analytics dashboards, reporting tools, and data visualization. Led end-to-end UX and product design for large-scale assessment platforms, including Nebraska's statewide NWEA testing, translating complex data into actionable insights.

Delivered intuitive dashboards, reporting workflows, and interactive visualizations that increased platform engagement by 20% and improved educator satisfaction by 25%. Produced high-fidelity wireframes, prototypes, and production-ready UI using Figma and Miro, balancing usability, accessibility (WCAG), and visual clarity. Built scalable design system components to ensure consistency across data-heavy dashboards and reporting tools.

Collaborated closely with product, engineering, QA, and stakeholders in Agile environments, improving delivery timelines by 15% while maintaining high standards for usability, data accuracy, and inclusive design. Applied data-driven, human-centered methodologies to create impactful, long-term solutions for educators, administrators, and students.

Skills & Tools: UX/UI Design, Data Visualization, Analytics Dashboards, Reporting Tools, SaaS Platforms, Design Systems, Accessibility (WCAG), Agile, Cross-Functional Collaboration

Tools: Figma, Figma Make, Miro, Jira, Highcharts, ChatGPT, Claude

UI/UX Design Consultant

Horizon Blue Cross of New Jersey | October 2024 – March 2025, Newark, NJ

- Senior UX/Product Designer specializing in healthcare and pharmacy SaaS, creating user-centered, accessible, and scalable digital experiences. Led end-to-end design for prescription management and provider workflows, increasing user engagement by 20% and improving delivery timelines by 15%. Expert in UX/UI, data-driven design, design systems, and WCAG accessibility, leveraging tools like Figma, Adobe XD, and Glassbox Analytics to translate complex requirements into intuitive solutions.
- **Skills:** Product Design, UX/UI, Healthcare SaaS, Data-Driven Design, Accessibility (WCAG), Analytics, Design Systems, Agile Collaboration
- **Tools:** Figma, FigJam, Miro, Adobe XD, Salesforce Lightning, Glassbox Analytics, Drupal

SMBC – Sumitomo Mitsui Banking Corporation

May 2024 – October 2024 | New York, NY

Senior UX/Product Designer – Banking & Wealth Management

Designed secure, AI-driven banking, trading, and wealth management platforms for 1.2M+ users, ensuring WCAG 2.1 accessibility and FINRA/SEC compliance. Partnered with cross-functional teams to deliver intuitive, inclusive, and enterprise-grade digital experiences.

Key Contributions:

- Developed user journeys, high-fidelity prototypes, and interactive flows, reducing onboarding time by 25% and improving user engagement by 30%.
- Anticipated edge cases and mapped decision logic, cutting QA and development rework by 40%.
- Built and maintained scalable design systems and reusable UI components across web and mobile platforms.
- Advocated for user-centered, data-driven design, increasing accessibility compliance by 45% and driving inclusive, enterprise-grade experiences.

Skills: UX/UI Design, Product Design, AI-Driven UX, Enterprise SaaS, Data Visualization, Accessibility (WCAG), Agile Collaboration

Tools: Figma, FigJam, Miro, Highcharts, Jira, Confluence, JavaScript (React, Vue.js)

UI/UX Designer

Analytic Partners · Feb 2021 – Feb 2024 | New York City Metropolitan Area · Hybrid

Delivered user-centered design solutions for global marketing data analytics platforms, enabling organizations to make smarter, data-driven decisions. As one of two designers on client-facing product teams, led the end-to-end design of AI-powered analytics tools and internal platforms, creating visually compelling, data-rich interfaces and a unified design system to streamline workflows and maintain consistency.

Key Achievements & Impact:

- Redesigned flagship product from Angular to React, increasing engagement for three years and contributing \$13M in additional revenue.
- Simplified AI-driven data visualization interfaces, improving insight accessibility and usability for global clients.
- Modernized legacy enterprise software, driving 25% YoY revenue growth and boosting adoption across internal and external users.
- Built a real-time insights platform and streamlined data ingestion workflows, enabling clients like Levi's to make faster, data-informed decisions.
- Recognized for delivering high-quality, user-centric UI designs that balance aesthetics, usability, and business goals, making complex data actionable.

Skills: UX/UI Design, Product Design, AI-Powered Interfaces, Data Visualization, Enterprise SaaS, Design Systems, Accessibility (WCAG), User Flows, Prototyping, Agile Collaboration **Tools:** Figma, FigJam, Adobe XD, Miro, JavaScript, React, Highcharts, Jira, Monday,

UI/UX Design Consultant

Accenture Federal – Defense Logistics Agency – Government Clearance

Remote | February 2016 – January 2021

Certifications: ICAgile Certified Professional (ICP), International Consortium for Agile

Designed intuitive, data-driven UX/UI solutions for federal agencies, transforming complex military and logistics data into actionable insights. Led the creation of a responsive dashboard framework showcased on the Defense Logistics website, enabling the Air Force and Navy to optimize reporting, budget allocation, and fleet retirement decisions—saving billions in taxpayer funds.

Key Contributions & Impact:

- Developed interactive dashboards integrating military readiness data, improving reporting accuracy and budget management.

- Translated complex datasets into user-friendly, actionable visualizations to support critical decision-making.
- Ensured compliance with WCAG accessibility standards, delivering inclusive and usable interfaces for diverse user groups.
- Collaborated cross-functionally with product managers, engineers, and stakeholders to deliver solutions aligned with Agile methodologies.

Core Skills: UX/UI Design, Wire-framing & Prototyping, Visual Design, Accessibility (WCAG), Agile Collaboration

Tools: Adobe Creative Suite, Adobe XD, Angular 8

Design Consultant

January 2001 – January 2016, Wayne, NJ

- As a seasoned UI/UX leader, I apply user-centered design principles to develop a strategic vision and deliver goal-driven, efficient design solutions. I mentor and inspire high-performing teams, driving innovation to solve complex business challenges while ensuring a consistent, engaging user experience across all digital touch points.
- Throughout my career, I've delivered expert UX/UI design solutions for Fortune 500 companies across diverse industries, enhancing digital products and user experiences with deep expertise in UX/UI, visual design, and brand strategy. Beyond execution, I provide strategic guidance on brand development and audience engagement, driving measurable business outcomes.
- I've had the opportunity to work with leading companies and agencies, including ADP, Bloomingdale's, CBS Radio, Bank of America, Estée Lauder, Scholastic, Fox News, Food Network, Hearst Newspapers, LexisNexis, Merck & Co., McGraw-Hill, NBC Sports, Tommy Hilfiger, and Wells Fargo