

Sydney Thomas

UX/UI & Product Designer

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SUMMARY

UX/UI Designer with 5 years designing payment experiences, checkout flows, and design systems across web, mobile, and kiosk platforms. Deep expertise in accessibility (WCAG 2.1 AA), component library architecture, and end-to-end product design from discovery through deployment. Fluent in Figma; experienced building with and contributing to MUI-based component libraries. Cultural Anthropology background drives a research-first approach to interaction design problems.

EXPERIENCE

LTS | Product Designer | February 2023 - May 2026

- Designed QR-code-based payment checkout flow enabling contactless Stripe payments across 350+ deployed kiosks with zero hardware changes. Solved the handoff from kiosk screen to mobile payment with clear visual hierarchy, fallback affordances (text link for users who can't scan), and synchronized transaction state across devices.
- Owned UX strategy and interaction design across all digital touchpoints: patient-facing kiosk interface, web reservation flow, operational admin workflows, and marketing web properties. Ensured WCAG 2.1 AA accessibility compliance, responsive design, and visual consistency across deployment environments.
- Built testandgo's design system from scratch using atomic design methodology. Leveraged MUI as the component library foundation, establishing design tokens, reusable component patterns, and Storybook documentation that accelerated front-end development, reduced QA cycles, and unified the kiosk UI, web reservation flow, and marketing surfaces.
- Designed Reserve Ahead, a website-to-kiosk reservation and retrieval flow: users browse products, place a reservation, receive a unique code, and retrieve at the kiosk. Built on the same responsive layouts and component library as the core product, extending the design system to a new surface without rebuilding from scratch.
- Designed operational UX for courier admin mode: secure entry flow, real-time inventory adjustment modal with dynamic stock calculation, and conditional test-dispense prompt that automatically reconciled inventory.
- Led full UX redesign and IA overhaul of LTS.com. Implemented accessibility standards, optimized conversion flows, and established the company's first formal brand guidelines, securing cross-divisional adoption.

UTECH | UX Web Designer | January 2022 - October 2022

- Primary UX designer for GPSTab, a high-growth shipping and logistics SaaS. Designed web pages, user interfaces, and digital marketing assets end-to-end.
- Increased sales funnel conversion rate by optimizing landing pages through UX research and data analysis (Hotjar, Crazy Egg, Google Analytics).
- Designed and shipped a multilingual support experience across 8 languages.
- Produced wireframes, user flows, prototypes, and WordPress implementation across three product sites.

Viva Equity Fund | Product Designer (Contract) | October 2021 - December 2021

- Designed the dashboard of a fintech mobile app enabling renters to invest a portion of their rent and track investment value.
- Conducted user interviews and usability testing; produced journey maps, IA, wireframes, and a high-fidelity Figma prototype iterated through A/B testing.

SKILLS

- Tools: Figma, FigJam, Storybook, Component Libraries (MUI, Fluent UI), Adobe Creative Suite, Webflow, WordPress, Google Analytics, Hotjar, Crazy Egg, Notion, Microsoft 365
- Design: UX Design, UI Design, Interaction Design, Design Systems Architecture, Atomic Design Methodology, Accessibility (WCAG 2.1 AA), Payment & Checkout Flow Design, Ecommerce UX, Mobile-First & Responsive Design, Wireframing, Prototyping, Information Architecture, Visual Hierarchy & Typography, Microcopy & Content Strategy, Error Handling & Fallback Patterns
- Process: Agile/Scrum, Cross-Functional Collaboration, Stakeholder Presentations, User Research, Heuristic Evaluation, Journey Mapping

EDUCATION

The University of Texas at Austin | BA, Cultural Anthropology, Liberal Arts Honors | 2015-2019 General Assembly | User Experience Design, Full-Time Immersive (Certificate) | October-December 2021

CERTIFICATIONS

- Design Systems Bootcamp, Memorisely
- Certified Associate Project Manager (CAPM), Project Management Institute (PMI)