Malcolm A. Ivy

Product & System Designer

Contact

Phone: 773-633-4469.
Email: malcolmivy7@gmail.com.
Portfolio: www.malcolmivy.com.
LinkedIn: www.linkedin.com/in/malcolm-ivy-9423bb164/

Skills

Collaborative Design, Sketching, Storyboarding, Site & Journey Mapping, Problem-solving, Interactive & Rapid Prototyping, HCD, UI Design, Design Systems, Heuristic Evaluation, Wireframes, Mockups, CMS, WCAG 2.1, ADA Compliance, Responsive Design, Usability Testing, A/B Test Design & User Research, Conversion Rates, Communication

Tools

Figma, Sketch, Zeplin, Quantum Metrics, Optimizley, XD, Adobe Creative Cloud, Microsoft Suite, Slack, Invision, Marvel, Mural, Rally, Jira, Confluence, Asana, ClickUp, Zoho, Claude and other models

Summary:

Result driven UX designer with a proven track record of creating intuitive accessible and data informed digital experiences. Experienced in designing solutions for healthcare, government, and financial services. Skilled in managing the full HCD process by conducting user research, creating wireframes, prototypes and delivering high-fidelity assets for development. Known for translating complex user needs and business requirements into seamless user interfaces that drive engagement and improve visibility. Experienced in leading cross functional teams, and coordinating project roadmaps to ensure alignment and execution. Proficient in Figma, Jira and analytics with new industry tools, I'm committed to building informed and impactful digital products that deliver measurable outcomes by placing user needs first through research. I am a creative, curious, and collaborative designer who values open, concise communication, thoughtful feedback, and building strong relationships across teams.

Experience:

Software Project Manager | Lead Product Designer - Ambir
10/2024-10/2025

- Led end-to-end product design for scanner software, from concept ideation through high-fidelity UI design, prototyping and delivery.
- Directed UX strategy and product roadmaps while building scalable Figma design systems to speed delivery, ensure brand consistency and reduce support call volume by 50%.
- Managed Agile workflows in Jira, overseeing sprint planning, backlog grooming, and cross-department coordination.
- Facilitated stakeholder alignment through detailed functional specifications, acceptance criteria, and UAT planning..
- Conducted moderated usability testing and iterative design validation via ClickUp and Zoho analytics, incorporating user feedback to improve task completion rates and reduce friction.

UX Designer - AMA -American Medical Association
05/2023-10/2024

- Designed and optimized responsive web and mobile design systems in Figma, ensuring WCAG 2.1 accessibility compliance and brand consistency across platforms
- Utilized Quantum Metrics to find usability gaps, validate designs, and guide iterations that improved task completion and reduced friction.
- Partnered cross-functionally with marketing, engineering, and content teams to define feature requirements, ensure design feasibility, and maintain alignment with organizational goals.
- Delivered UX improvements for membership and marketing platforms, resulting in an estimated 4-7% increase in engagement and improved conversion funnels.

Product Designer - Peraton
06/2022-02/2023

- Designed secure, browser-based tools with an accessibility-first approach and responsive design principles.
- Conducted user research, usability testing, and heuristic evaluations to refine feature sets.
- Documented user requirements, screen designs, and design rationale to support business process mapping, stakeholder alignment, and analysis of user needs.

UX Designer - USAA
06/2021-06/2022

- Leveraged interaction and visual design skills by creating design assets, and prototypes for web and native applications.
- Created prototypes and design assets for web/native applications, aligning member needs with business strategy.
- Facilitated human-centered research, presenting findings to senior leadership for product alignment.

UX/UI Designer - Engineering People
07/2019-06/2021

- Designed AR, VR, mobile and web interfaces for diverse product lines in Sketch and Figma.
- Delivered rapid prototypes and components tested with users to validate product-market fit.

Education:

Bradley University - Bachelor of Science - Major: User Experience Design. Minor: Graphic Design