

Lloyd Mabuto

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Senior UX Design Leader driving digital transformation

with 13+ years of experience turning complex information into clear, beautiful user experiences across web, mobile, and email. Expert in Figma and modern design, with a strong eye for composition, typography, and color.

CORE EXPERTISE

High-fidelity design • Data Visualization • User research & testing • Cross-functional collaboration • Team leadership • User Design experience • Design systems • User-centered design

PROFESSIONAL EXPERIENCE

Senior UX Design Leader, CMRIgnite | Milwaukee, WI - June 2023 - Present

Brought in to lead digital modernization for high-stakes government platforms, aligning user needs with federal accessibility.

Key Impact:

- **Led full digital transformation for Employee Benefits Security Administration (EBSA) website** under the U.S. Department of Labor, in redesigning government benefit portals, created scalable design systems in Figma adopted across agencies.
- **Developed USWDS-compliant design systems**, component libraries, and visual design for email campaigns, transactional notifications and in-app messages, increasing clarity and engagement across 1M+ users.
- **Facilitated cross-functional war rooms** with researchers, developers, and policy experts to resolve deep information architecture challenges.
- **Redesigned key user journeys**, turning frustrating, maze-like processes into intuitive, 3-click tasks.

Digital Experience Strategist, The Life Coach School | Draper, UT - Oct 2022 - Mar 2023

Proving that great UX drives real business results by developing hybrid-level user experience strategies.

Key Impact:

- **Designed and tested high-impact email sequences** and educational modules that improved conversion by 15%
- **Developed micro-graphics and infographics** explaining health and coaching data; ensured brand consistency across CRM communications
- **Introduced AI-driven prototyping tools** (including Midjourney) to accelerate concept iteration and improve design quality
- **Designed and implemented editorial workflows**, brand guidelines, and CMS templates to support both marketing and product teams

Lead UX Strategist, Final Touch Lab | Chattanooga, TN - Jan 2011 - Oct 2022

Scaled boutique UX consultancy by delivering high-impact digital solutions one project at a time.

Key Impact:

- **Built data-driven design methodologies** that integrated analytics dashboards and visual reporting into product workflows
- **Created data-driven design processes** that integrated user analytics to uncover growth opportunities and optimize content strategies
- **Designed custom icons, illustrations, and interface elements** to enhance engagement and accessibility for health and wellness products

Director of Digital Strategy, Max Leverage Ventures | Chattanooga, TN - Jun 2017 - Nov 2020

Scaled product design strategy across multiple product lines for venture portfolio companies.

Key Impact:

- **Built and mentored a high-performing design team** while standardizing design operations to improve collaboration across design, development, and product
- **Developed digital strategies for product launches** and positioning that contributed to multiple successful acquisitions
- **Created analytics frameworks** that linked creative decisions to measurable business outcomes
- **Established design standards** that ensured cohesive, high-quality user experiences across all digital platforms

EDUCATION

Southern Adventist University, Chattanooga

Aug 2003 - May 2007

Bachelor of Science, Graphic Design

Continuous Learning Mindset: WCAG 2.1 Accessibility Expert • Mobile-First Design Specialist • Innovation Advocate

CORE SUPERPOWERS

- **Design & Prototyping:** Figma, Adobe Creative Suite, Sketch, InVision, Framer, Information Architecture, Brand Strategy, Creative Strategy, Visual Design
- **Research & Analytics:** User Research, KPI Development, Conversion Optimization
- **Development:** Wireframing, Prototyping, Responsive Design, WordPress
- **Collaboration:** Cross-Functional Team Leadership, Design Systems, Agile Methodologies

SIGNATURE DIFFERENTIATORS

- **Product Innovation:** Proven expertise leading digital transformations with complex user needs and stakeholder engagement
- **Business-Impact UX:** Strategic design thinking that drives measurable revenue growth and user acquisition
- **Design Systems:** Deep experience building scalable systems that support evolving teams, products, and organizations
- **Cross-Industry Adaptability:** Versatile background, bringing fresh, informed perspectives to diverse challenges
"Design isn't just what it looks like - design is how people experience it." - Lloyd Mabuto