# Tony McDaniels

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## Senior Product Designer | UX Systems | Conversion & Growth Strategy

### SUMMARY

Product Designer with 8+ years of experience designing scalable digital products that drive conversion, engagement, and user retention. Specialized in UX systems, product strategy, and end-to-end design across consumer platforms, enterprise tools, and growth-focused environments. Bringing a unique blend of product thinking, conversion strategy, and visual execution to create experiences that are both intuitive and high-performing.

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### EXPERIENCE

**Atlanta Technical College**                                                                                                      Atlanta, GA
*Senior Digital Experience Designer*                                                                      September 2019 - Present

- Designed and optimized digital experience systems for enrollment and marketing funnels, contributing to a **35% increase in student enrollment.**
- Built and managed content-driven product experiences (web, user journeys, digital platforms) to improve user engagement and conversion across channels.
- Developed internal tools and workflows for campaign management and user outreach, improving operational efficiency across teams.
- Led cross-functional collaboration across marketing, leadership, and technical teams to align digital experience strategy with institutional goals.

**The Fly Tourist**                                                                                                                    Remote
*Lead Product Designer*                                                                          June 2023 - December 2025

- Led end-to-end product design for a multi-platform travel experience (web + mobile), architecting user flows for booking, itinerary management, payments, and group trip coordination.
- Leveraged AI-assisted tools to accelerate research synthesis and early-stage ideation, reducing iteration time.
- Built and maintained scalable design systems including component libraries and reusable UI patterns, and documentation, improving consistency and **reducing development time by 30%.**

**Midwest Valet**                                                                                                                     Remote
Lead UX/UI Designer                                                                              October 2024 - April 2025

- Designed consumer booking platform and internal operations tools, improving service accessibility and increasing online inquiries by **30% within 90 days.**
- Defined end-to-end user journeys, platform architecture, and a scalable design system which led to reducing friction and ensuring consistency across customer-facing internal tools
- Conducted usability testing and iterative design improvements leading to a transformed service presentation into a structured digital experience, enhancing clarity, usability, and customer satisfaction.

**SCE/South Coast Music Group**                                                                                              Remote
Product & Visual Experience Designer                                                      January 2020 - October 2022

- Designed digital product experiences and interactive campaigns that contributed to **2.5M+ YouTube views and 250K+ album sales.**
- Built cross-platform user journeys across streaming, social, and content ecosystems, driving over **10M+ streams.**
- Conducted audience and behavioral research to inform experience design and content strategy.
- Developed scalable creative systems that aligned brand identity with user engagement across platforms.

**Federal Reserve Bank of St. Louis**                                   St. Louis, MO
UX & Web Design Intern                                          May 2016 - August 2017

- Supported UX improvements for internal platforms to enhance usability and design consistency.
- Delivered a capstone project that streamlined internal communication tools and was adopted across departments and region.
- Enhanced workflows by implementing UX course videos leading to a **20% reduction in production time.**

## EDUCATION

**University of Missouri-Columbia**                                     Columbia, MO
*Bachelor of Arts, Mass Media Communication*

## SKILLS

Product Design • UX Design • Design Systems • Information Architecture • Interaction Design • Prototyping • User Research • Conversion Optimization • Figma • Adobe Creative Suite • HTML • CSS • JavaScript

## CERTIFICATIONS

Google UX Design Certificate

Meta Front-End Development Certificate

University of Michigan - XR Design & Prototyping

Microsoft UX Certification