

Tony McDaniels

Atlanta, GA • tony.mcdaniels23@gmail.com • 314-704-7434 • Portfolio: www.hitonestudios.com/selected-work

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.

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**.
- Designed interactive wireframes and high-fidelity prototypes in Figma to validate user flows and optimize digital experiences before implementation.
- Developed internal tools and workflows for campaign management and user outreach, improving operational efficiency across teams.
- Facilitated cross-functional design workshops and rapid iteration sessions with leadership, marketing, and technical stakeholders to validate concepts and align digital experience strategy with organizational 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.
- Produced interaction specifications, user flows, and developer-ready documentation to support efficient implementation.

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