

Anthony Myrick-Lawson

Senior UX/Product Designer

Senior UX Designer & Researcher with 8 years of experience, with 3 of those years focused on building data-intensive SaaS tools, 2-sided B2C marketplaces, and B2B e-commerce funnels across the creator, childcare, and telecom sectors. Leveraging an MBA and a strong professional foundation in customer success and data validation, I bring a data-driven approach to my design process. Seeking an IC senior position where design has a seat at the table.

Experience

Senior UX Designer

Feb 2026 - Present

AT&T (ontract via Robert Half) | Remote

Co-lead design on the B2B commerce side of AT&T's website. Responsible for lower funnel conversion and post-purchase experiences.

- Eliminate checkout friction by re-architecting separate legacy buy-flows into an intuitive, multi-product experience.
- Increase user conversion rates by modernizing lower-funnel checkout experiences for complex upgrade, port-in, and network-transfer device flows.
- Streamline product requirements in Azure DevOps by leading weekly alignment sessions covering user goals, technical feasibility, and pain points.
- Exceed project deadlines consistently, earning leadership praise for proactively delivering end-to-end user flows, wireframes, and high-fidelity mockups ahead of team agendas.

Senior Product Designer

May 2025 - Dec 2025

Sittercity | Remote

Sittercity is a two-sided DTC marketplace for parents and sitters. Led design for the sitter experience, and was ultimately responsible for the match rate.

- Increased marketplace match rates by designing a gamified profile meter, prompting sitters to input the specific trust metrics and key details needed to get hired faster.
- Achieved a 67% CTR for partner-sponsored job ads by engineering optimized, native ad placements validated through moderated usability testing on Lyssna.
- Optimized new-user engagement and retention rates by deploying a competitive-audit-driven onboarding flow and 'get started' dashboard that guided users to complete their first platform actions faster.
- Drove revenue growth by restructuring visual hierarchy to surface a hidden CTA, using GrowthBook A/B testing to validate user conversion.

Open to opportunities in the NJ/NY area and remote roles.

 Branchburg, NJ 08853

 myricklawson.a@gmail.com

 www.anthonymyl.com

 [/amyricklawson](https://www.linkedin.com/in/amyricklawson)

Skills

Design

- Design sprints
- User flows
- Wireframes
- Prototypes
- Design systems
- Components & variables
- Responsive design
- WCAG & accessibility

Research & Analytics

- Interviews
- Surveys
- Usability testing
- A/B testing
- Competitive analysis
- Heuristic evaluations

Tools

Design

- Figma/Figjam
- Miro

Research & Analytics

- Lyssna
- Growthbook
- Microsoft Clarity

AI

- Loveable
- Claude
- Microsoft Copilot

Education

MBA

Rider University

BA Information Technology

Rutgers University

Design Manager

June 2024 - Jan 2025

Viewstats | Remote

Viewstats is a SaaS platform that helps YouTube creators make data-informed decisions. Was promoted after 10 months at the company.

- Achieved 50K+ downloads and a 4.5-star rating in its first 48 hours, owning the end-to-end iOS interface lifecycle from complex navigation layouts to production-ready screens.
- Decreased product delivery timeline by ~90% across the design pod by architecting a tokenized Figma variable system for instant, scalable dark-mode UI conversion.
- Drove a substantial reduction in support tickets and refunds by initiating a user survey that uncovered critical user education gaps, translating those insights into interactive tooltips and native creator tutorials.
- Scaled the design team into a 3-person pod, managing the onboarding, and daily asynchronous workflows of remote designers.

Founding UX Designer

Aug 2023- June 2024

Viewstats | Remote

- Built the core creator analytics suite from 0-to-1, transforming complex YouTube data streams into intuitive dashboards.
- Streamlined cross-platform development velocity by co-leading the architecture of the foundational design system and its reusable component libraries.
- Eliminated engineering handoff friction by establishing the startup's first structured design-to-development documentation.
- Surfaced high-value, actionable creator insights by designing the core 'Outliers' feature, enabling users to instantly identify breakout video trends amidst massive datasets.

UX Designer

Feb 2023 - Aug 2023

M Studio (short term contract) | Remote

M studio is a design agency for early stage companies. Designed B2B and DTC products on various UX teams.

- Unified design goals and stakeholder vision by delivering a comprehensive heuristic evaluation to establish a prioritized redesign roadmap over a time span of a week.
- Drove product differentiation and identified strategic market gaps by executing two deep-dive competitive usability audits for clients.
- Aligned the team on MVP feature selection by interviewing five target users to directly translate user pain points into core user flows.
- Validated product usability and reduced post-launch friction by running a moderated usability test with 5 users.

Additional Projects

www.roxtravel.app

Rox Travel is a group travel tool to help hosts organize travel plans alongside their guests. Built using Claude & Lovable.

Other Experience

Insights Analyst

Jun 2022 - Aug 2023

Escalent | Remote

Escalent is a market research agency. Conducted quantitative research studies end-to-end.

- Standardized team-wide data visualization frameworks by introducing a streamlined visual hierarchy that transformed complex charts into clean, scannable executive reports.
- Steered product and ad-marketing strategies by translating raw quantitative and qualitative datasets into clear, actionable recommendations presented directly to product and marketing teams.

Account Analyst

Mar 2021 - Feb 2022

Archipelago Analytics | Remote

Archipelago Analytics is a property insurance data platform. Was responsible for upselling and retaining clients.

- Identified critical product friction points by managing direct client relationships, translating user feedback and platform complaints into clear feature requirements for the product team.
- Accelerated client time-to-value and onboarding metrics by guiding enterprise users through complex data-ingestion workflows to isolate and fix structural platform bottlenecks.

Account Analyst

Feb 2020 - Mar 2021

Nuvm | Mt. Laurel, NJ

Nuvm is a healthcare platform focused on pharmacy program administration. Was responsible for building internal workflows and managing product feedback.

- Streamlined cross-departmental operations by designing and implementing the claim exclusion and inclusion process, cutting administrative friction for Product, Implementation, and Account Management.
- Accelerated product updates by launching a weekly centralized client issues report, transforming raw account feedback into prioritized requirements for 200+ internal stakeholders.

Customer Success Manager

Jan 2018 - Feb 2020

Grassroots Unwired | Bristol, PA

Grassroots is a mobile field-data platform for non-profits and advocacy groups. Was responsible for user onboarding, account health, and product feedback.

- Steered product design strategy by pitching user interface concepts to engineering teams to translate user friction into actionable feature designs.
- Accelerated feature growth and eliminated bugs by establishing a feedback pipeline with engineering, translating user tickets into JIRA requirements.