Anthony Myrick-Lawson

Senior Product Designer

NJ/NYC Metropolitan Area | (908) 255-9409 | LinkedIn Profile | myricklawson.a@gmail.com | www.anthonyml.com

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Senior UX Designer (contract)

Feb 2026 – Present

AT&T | Remote

- Own the end-to-end design strategy for device upgrades, port-ins, and network-transfer flows, using competitor analysis and legacy pattern benchmarking to modernize checkout experiences while maintaining user familiarity.
- Unify the lower-funnel shopping experience across Fiber, Wireless, and Converged business lines by partnering with 6 product owners to manage concurrent feature designs.
- Keep complex deliverables on schedule and secure cross-functional alignment by leading design reviews with 20+ stakeholders from Business, Product, and Engineering.
- Ensure accurate visual implementation and zero-friction checkouts by auditing production code with developer inspect tools and conducting usability testing for SMB and enterprise users.

Senior Product Designer

May 2025 – Dec 2025

Sittercity | Remote

- 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 unmoderated usability testing.
- Optimized low-performing automated job posts by spearheading an AI-augmented research loop with analytics, uncovering that overly corporate, advanced-level text killed marketplace trust, and redesigning generation rules to target a friendly, 8th-grade reading threshold.
- 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 A/B testing to validate user conversion.

UX Designer

Aug 2023 – Jan 2025

Viewstats by MrBeast | Remote

- Built the core creator analytics suite from 0-to-1, transforming complex YouTube data streams into intuitive dashboards.
- Decreased product delivery timeline by ~90% across the design pod by establishing a tokenized Figma variable system for instant, scalable dark-mode UI conversion.
- Reduced support tickets and refunds by securing stakeholder buy-in for a user survey, utilizing insights to shift product focus from new feature development to in-app user education.
- Accelerated development timelines and ensured product consistency by co-authoring a comprehensive design system from scratch.

UX Designer (contract) Feb 2023 – Aug 2023
Moment Studio | Remote

- Unified design goals and stakeholder vision by delivering heuristic evaluations to establish a prioritized redesign roadmap.
- Drove product differentiation and identified strategic market gaps by executing deep-dive competitive usability audits for clients.
- Defined product requirements by conducting user interviews to isolate core friction points and align the team on MVP feature selection to establish core user personas and map foundational user flows.
- Prevent post-launch design debt and validate feature usability by leading moderated user testing sessions to catch friction points early.

User Insights Analyst Jun 2022 – Aug 2023
Escalent | Remote

- Improved executive report readability and insights extraction by standardizing team-wide data visualization frameworks.
- Aligned product and marketing campaigns with user needs by synthesizing mixed-method research datasets into strategic briefs for execution teams.
- Accelerated user research delivery timelines by managing end-to-end Qualtrics survey programming.

Skills

Design & Systems

Ideation, Wireframing, User Flows, Prototyping, High-Fidelity Visual Design, Responsive Design, iOS Mobile Design, Design Systems, Component Libraries, Information Architecture, WCAG/Accessibility, HTML, CSS, Lovable, Claude

Research & Analytics

User Interviews, Surveys, Usability Testing, Competitive Audits, Product Audits, Heuristic Evaluations, A/B Testing, Data Analysis

Strategy & Leadership

Figma, FigJam, Lyssna, GrowthBook, Qualtrics, JIRA, Azure DevOps, Coda, Shortcut, Microsoft Clarity

Education

Master of Business Administration (MBA), Rider University

Bachelor of Arts in Information Technology, Rutgers University