Logan McCoy

Principal Product Designer

✉ logandesign@gmail.com

📞 214-686-8331

🔗 www.linkedin.com/in/logan777

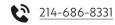🔗 www.loganmccoy.design

TOOLS

15five
Adobe Suite
AI Tools
Balsamiq
ClickUp
Figma / Figjam
Framer
HotJar / BrowserStack
Jira / DevOps
Miro
Monday
Pendo / Fullstory
Principle / Invision
Slack / Teams
Zeplin

UX SKILLS

Accessibility/WCAG
Competitive Analysis
Customer Journey Mapping
Design Systems
Flow Diagrams
Heuristic Evaluations & Audits
Human-Centered Design
Product Strategy
Product Team Leadership
Prototyping
Storyboarding
Usability Testing
User Interviews
UX Workshops
Web & Native Apps
Wireframing

EDUCATION

The Art Institute of Dallas
Associate of Applied Arts in Graphic Design

Louisiana State University of Shreveport
Bachelor of Fine Arts

EXPERIENCE

SynthDigital / Principal UX/UI Designer / 2024-Current

EquinEdge *Multi-platform AI-driven horse racing analytics*

- Transformed a legacy analytics product into a mobile-first platform, resulting in a 30% boost in novice user retention and exponential user growth.
- Balanced advanced bettor tools with simplified UX for new users, increasing feature engagement by 45% and reducing development rework by 25%.
- Conducted hands-on testing with SMEs and end users to streamline onboarding and clarify complex data visuals.
- Designed a scalable UI framework that supported rapid iteration and prioritized accessibility across web and mobile platforms.

Hospital Integration *Multi-platform healthcare app for patient engagement, staff coordination, and facility compliance*

- Led end-to-end design across mobile (staff), tablet (patient), and desktop (admin) platforms, ensuring cohesive UX across environments and roles.
- Conducted in-depth UX research, persona development, and remote + onsite user testing, informing design decisions grounded in real-world hospital workflows.
- Designed three distinct product identities: PatientVoice, Hospital Integration, and Verified Clean -- each tailored to unique healthcare use cases.
- Collaborated with clinical stakeholders and compliance teams to streamline adoption and improve clarity in complex, regulated environments.

Lytho, Inc. / Senior Product Designer & Product Design Manager / 2023-2024

Creative operations platform for enterprise teams

- Led as Product Design Manager, mentoring designers and aligning cross-functional teams while spearheading end-to-end UX for Lytho's flagship Review + Approval product.
- Built Lytho's design system from the ground up, standardizing UI across multiple product lines and enabling 100% team adoption and 45% faster development cycles.
- Designed an integrated feedback and approval workflow that cut developer rework by 30%, improved speed to approval by 20%, and increased user adoption by 35%.
- Achieved 100% WCAG AA compliance and reduced UX fragmentation by implementing scalable, accessible components across DAM, Workflow, and R+A products.

The Michaels Companies – MakerPlace / Senior Product Designer / 2022-2023

Marketplace for handmade goods and creative services

- Designed and launched a brand-aligned seller experience that decreased merchant onboarding time by 45% and drew in 4,000+ users in the first month.
- Defined foundational UI/UX standards as "Design System Keeper," cutting design inconsistencies by 40% across cross-functional teams.
- Collaborated with Product, Marketing, and Research to shape a differentiated marketplace for creators, driving a 15% boost in user engagement.
- Championed experience equity by addressing seller pain points from mass-market competition, positioning MakerPlace as a compelling Etsy alternative.
- Supervised junior and mid-level UX designers on various projects.