Malachi Lythgoe

linkedin.com/in/malachilythgoe ~ **mlfolio.com**

480-287-2357 ~ malachilythgoe@gmail.com

A seasoned **UX leader** with a history of driving product vision and delivering transformative user experiences through **design thinking**, insightful leadership, and creative design strategies. Proven track record of spearheading impactful digital solutions to foster business growth and enhance user experiences. Prepared to utilize expertise in design operations, UX architecture, and product strategy to lead **high-performing teams** to new heights of innovation.

AREAS OF EXPERTISE

20+ YEARS' EXPERIENCE

UX Design Leadership ~ Strategic Design Thinking ~ Human-Centered Design ~ Design Operations ~ UX Research
Design Sprints ~ Mobile & Web Design ~ Agile Methodology ~ Accessibility Certified ~ Product Strategy & Roadmap

SELECT PROFESSIONAL EXPERIENCE

UX Director of Strategy and Design ~ Citi Bank ~ New York, NY   Aug 2022 - Present

As the Head of Design for Citi Retail Services (CRS), I lead and oversee the management of a diverse portfolio of credit card and digital lending products for renowned clients such as Home Depot, Best Buy, Costco, and Macy's. Initially brought on as the Design Operations Director, I orchestrated the transition of external design operations in-house, integrating approximately 30 new members. Under my guidance, my design teams consistently innovate with a design thinking approach, resulting in the development of groundbreaking products.

- Oversee portfolio for high-profile clients, driving billions in revenue, leading CRS to be Citi's most profitable dept in 2023.
- Directed year-long design migration, onboarded new team, & achieved savings of over $500 million in agency fees.
- Played a pivotal role in launching Citi Pay, a secure digital payment platform, fostering significant growth in credit & lending.
- Initiated widely embraced features like text-to-apply with instant approvals, enhancing CX & fueling high adoption rates.

Head of User Experience, Document Management ~ U.S. Bank ~ New York, NY   Feb 2021 - Jul 2022

As Head of UX, I led a diverse team in optimizing user experience architecture, emphasizing on reusability, accessibility, and configurable UI components utilized throughout the organization. I coordinated efforts across departments to create impactful customer experiences and streamlined processes for enhanced user satisfaction. Ensuring alignment with user needs and business goals, I guided my team through the entire UX design thinking process with a human-centered approach to drive innovation and deliver transformative solutions.

- Spearheaded design initiatives to create new financial digital products, yielding multi-million-dollar annual savings.
- Orchestrated development of core, reusable, & configurable components, revolutionizing doc mgmt across the bank.
- Directed Design Sprint workshops, uncovering opportunities for significant cost savings, & simplifying complex processes.

Head of Digital Experience & Design ~ American Express ~ Phoenix, AZ   Oct 2018 - Jan 2021

Led UX design efforts for Project NeMo, a high-profile network modernization program aimed at optimizing digital financial tools through human-focused design principles. Supervised and coordinated multiple teams to manage the design and development process, ensuring alignment with program scope and vision. Managed UX architecture for critical applications vital to the stability and security of the network. Collaborated with multiple cross-functional teams across a large program to drive project success and deliver impactful outcomes, implementing innovative strategies to enhance user experience and streamline processes.

- Developed, promoted, and implemented creative UX strategies for business-facing financial products and services.
- Implemented a human-centered, design thinking approach to product development across the 53 Scrum team program.
- Led the end-to-end UX architecture of the Network Disputes Manager, processing hundreds of millions in disputes a year.

EDUCATION

Bachelor of Arts, Visual Communication (3.95 GPA) ~ **Collins College** ~ **Phoenix, AZ**   2003 - 2007

This is just my most recent experience. Learn more about me and my skills at **mlfolio.com**.