

# Mikal Ali

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## UX & Product Strategy | Fractional UX Leadership | Hands-On UX Execution

Strategic UX practitioner with deep expertise in **UX leadership, hands-on design execution, and digital transformation**. Adept at **mentoring teams, shaping product direction, and executing research, wireframing, and prototyping**. Specializing in **enterprise and regulated industry UX**, with experience in fintech-adjacent projects and SaaS platforms.

Seeking **full-time UX leadership, fractional UX strategy roles, and contract-based UX execution projects**.

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## Core Expertise

- **UX Strategy & Fractional Leadership** – Partnering with teams to refine design processes and UX vision.
- **Enterprise & Regulated Industry UX** – Specialized in SaaS platforms, banking-adjacent UX, and compliance-driven solutions.
- **User Research & Usability Testing** – Conducting interviews, heuristic analysis, and usability validation.
- **Wireframing & High-Fidelity Prototyping** – Expertise in Figma, Sketch, and Adobe XD.
- **Design Systems & Component Libraries** – Developing, scaling, and maintaining systemized UX approaches.
- **Agile & Cross-Functional Collaboration** – Working seamlessly with engineers, product teams, and executives.

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## Professional Experience

### Lead Principal UX/UI Designer | Fractional UX Strategist | Hands-On UX Consultant

Oracle | Charlotte, NC | 04/2018–01/2024

- Acted as a **lead IC and UX evangelist**, guiding design strategy while mentoring teams in a non-managerial role.
- Shifted Oracle's banking SaaS platform from an engineering-driven model to a user-first, research-backed product approach.

- Spearheaded **UX research, usability testing, and iterative design workflows**, ensuring data-driven product improvements.
- Created **UX patterns and controls** as foundational standards for a brand-new SaaS banking configuration platform.
- Built an internal **design system framework** to improve wireframing efficiency before the Oracle Redwood Design System rollout.
- Partnered with executives and product owners to **translate expert-user research into strategic design improvements**.
- Sat in on **UX Designer/Product Owner collaboration sessions**, helping refine design execution and alignment.
- Developed **high-fidelity Figma prototypes and interactive wireframes** for usability validation.
- Recognized as an **up-and-coming UX leader** and selected for leadership training.
- Led stakeholder collaboration efforts through high-fidelity Figma prototypes, ensuring alignment across teams.
- **Fractional UX Leadership**: Shaped UX adoption within cross-functional teams, advocating for process refinement and research-driven iteration.
- **Portfolio Examples**: [Insert Link]

## Lead UX/UI Designer

IBM/MetLife | Charlotte, NC | 06/2016–03/2018

- Designed UX frameworks for internal applications, ensuring seamless **business, development, and user alignment**.
- Conducted **user research, wireframing, and prototyping** to improve adoption rates.
- Introduced modular **design system components**, improving consistency and reducing development time.
- Partnered with Agile teams to incorporate iterative, research-driven enhancements into product roadmaps.
- **Portfolio Examples**: [Insert Link]

## Senior UX/UI Designer

Diligent | Charlotte, NC | 09/2014–06/2016

- Led UX strategy and design for a **complex onboarding and management portal**, influencing product roadmaps and design specifications.
- Conducted **user research, A/B testing, and iterative prototyping**, improving workflows and boosting adoption.
- Developed high-fidelity prototypes and implemented **responsive UI frameworks**, enhancing accessibility and engagement.
- **Portfolio Examples**: [Insert Link]

## Senior UX/UI Designer

**LPL Financial | Charlotte, NC | 06/2014–09/2014**

- Redesigned UX/UI for legacy brokerage software, ensuring **SEC compliance and improving usability**.
- Applied research-driven iterations to optimize financial advisor workflows and digital interactions.

## Senior UI Designer

**Ally Financial | Charlotte, NC | 09/2012–06/2014**

- Designed and launched **Ally's first tablet application**, enhancing customer access to financial tools.
- Led visual strategy for an internal **auto insurance platform**, driving improvements in user engagement.

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## Contract & Independent UX Work

**UX Strategy & Fractional Consulting (2012 – Present)**

- Providing **UX research, usability audits, wireframing, prototyping, and digital transformation consulting** for enterprise clients.
- Specializing in **banking UX-adjacent industries, SaaS, and compliance-driven usability**.
- Available for **fractional UX leadership, full-time UX strategy, and contract UX execution roles**.
- **Portfolio Examples:** [\[Insert Link\]](#)

## Founder & Creative Director

**wmoadv Interactive (UX Agency) | 2002–2012**

- Built and led a boutique UX agency, serving fintech, media, and enterprise clients.
- Hired and mentored designers, shaping **best practices for scalable product design**.
- Secured **six-figure contracts** through client partnerships and strategic UX implementation.

## Founder & Content Creator

**Mikal Strong Fitness (Digital Fitness Brand) | 2024–Present**

- Developed a **fitness platform for 50+ audiences**, applying UX principles to digital content engagement.
  - Designed branding, UX, and audience strategies, scaling a **community-driven wellness initiative**.
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## Education & Certifications

### Software & Tools

- **Design & Prototyping:** Figma, Sketch, Adobe XD
- **Research & Testing:** Design thinking methodologies, heuristic evaluation
- **Collaboration & Agile:** Jira, Confluence, Slack, Zoom, Mirro

### Education

- **Associate of Arts, Advertising Design**  
The Art Institute of Colorado | Denver, CO

### Certifications

- UX Certification / Interaction Design – NNGroup
- Design Thinking Practitioner – IBM
- Google AdWords Certification – Google