



Marcia Dickenson

Senior Product Designer

“ Just because something works doesn't mean it can't be improved. ”
Shuri, Black Panther

Email
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Portfolio
<https://marciadickenson.com>

LinkedIn
<in/marciandrea>

Location
Austin, TX

Languages

 Spanish
Native

 English
Fluent

Education

 Universidad de Guadalajara

Bachelor of Arts in Graphic Design Communication
(Reviewed by the Foreign Credentials Service of America)

Senior Product Designer with 10+ years of experience creating **end-to-end web and mobile experiences**. Expert in **billing, checkout, and payment flows, subscription management, and reporting**. Skilled in **prototyping, validation, and production-ready design**, collaborating with cross-functional teams to launch features that grow revenue and reduce churn.

Recent Experience

 UNLISTED

Senior Product Designer (Contract) – UNLISTED

June 2025 — Present

- Provide **freelance product design** expertise to support **go-to-market (GTM)** deadlines for a SaaS real estate platform.
- Enhance property profile and buyer waitlist features by refining UX flows and creating **developer-ready designs** that align with brand and growth goals.
- Collaborate directly with the founding team to **prioritize product strategy**, improve usability, and ensure consistency across web and mobile experiences.
- Deliver rapid prototypes and visual assets to accelerate release cycles while maintaining high quality and accessibility standards.



Senior Product Designer – AffiniPay (now 8am)

July 2024 — May 2025

- Directed UX strategy for a complete **LawPay redesign and replatform**, modernizing a legacy legal-payments product for tens of thousands of professionals.
- Designed **billing and payment dashboards** showing fees, deposits, and expired payment methods, improving transparency and reducing support tickets.
- Prototyped and validated **in-product upsell and upgrade/downgrade flows**, collaborating with Product, Engineering, Research, and Marketing to reduce churn and increase ARPU.
- My work led to AffiniPay being named one of **CNBC's Top Fintech Companies in the World**, in the **Payments** category, alongside industry giants like Visa and Stripe, and winning the **G2 Award for Best Usability** in the **Best Legal Software Products** Category.



Senior UX Designer – AffiniPay (now 8am)

January 2018 — July 2024

- Spearheaded several 0→1 financial features, including **Invoicing, Card Vault, BNPL, Capital Lending and Financial Statements**, from concept to launch, contributing to AffiniPay's \$20 billion in payment processing volume and 30% increase in ARR.
- Implemented AffiniPay's first **design system**, improving developer speed and consistency.
- Redesigned ADA-compliant Payment Pages, achieving a **91 Lighthouse accessibility score**.
- Unified iOS and Android into **one React Native app**, integrating card scanner, reader, and biometric login.

Recent Case Studies



Card Vault
Secure, Seamless Card Storage for Faster, Safer Payments.

 [Read case study](#)



Payments Reimagined
Crafting a Unified Payment Experience for Legal and Accounting Professionals.

 [Read case study](#)