

# Marcia A. Dickenson

## Lead Product Designer | Fintech, Payments, B2B & B2C Platforms

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### SUMMARY

I'm a bilingual Product/User Experience Designer with extensive experience in the payment and legal industries. My main passions are problem-solving and simplifying complexity, to allow users to do what they're meant to do.

### EXPERIENCE

#### Lead Product Designer

AffiniPay

July 2024 - May 2025

- Led UX for the LawPay redesign and replatform, modernizing a legacy product for tens of thousands of legal professionals.
- Streamlined core payment workflows by aligning the new platform with user mental models.
- Defined migration paths and rollout plans to ensure a smooth transition for existing users.
- Designed dashboards and reporting tools to improve visibility into transactions and deposits.
- Helped unify the design system across the AffiniPay product suite, ensuring a consistent, accessible, and future-ready UI.

#### Senior UX Designer

AffiniPay

January 2018 - July 2024

- Implemented AffiniPay's first design system, improving dev speed and ensuring visual/functional consistency.
- Researched, designed, and tested rapid iterations of the CPACHarge Invoicing feature.
- Led UX efforts for Card Vault from concept to launch, increasing transaction volume by \$70M+.
- Redesigned Payment Pages with a focus on usability and ADA compliance; scored 91 in Lighthouse.
- Designed merchant statements summarizing deposits, fees, and funding across all accounts.
- Unified iOS and Android into one React Native app; enabled card scanner, reader, and biometrics.
- Researched, designed, and tested "Payments Reimagined," merging four payment tools into one seamless experience.

#### Senior UX Designer

Union/TabbedOut

August 2015 - December 2017

- Lead the UX/UI effort on the Union Point of Sale, from initial research, concept, interaction, architecture, wireframes, visual design, prototype, testing, development and launch for both front end (iPad app) and back end (web portal).
- Facilitated multiple user testing sessions, online and on-site, for both service industry members and outside consumers.
- Designed, prototyped and tested the Union Rewards mobile app.
- Redesigned and continuously optimized the TabbedOut mobile app, on both iOS and Android.

#### UI/UX Designer

Mozido

August 2014 - August 2015

- Designed and prototyped multiple high-quality mobile payment, digital wallet and loyalty apps for national brands like Pepsi, Dairy Queen, Dunkin Donuts and Western Union.
- Created architecture flows, prototypes and documentation for each project, to give as deliverables to the development team.

### EDUCATION

#### Licenciatura en Diseño para la Comunicación Gráfica

2011

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

Universidad de Guadalajara

### SKILLS

**Design** Storyboarding, architecture, interaction flows, wireframing, prototyping, visual design.

**Research** User journeys, heuristic evaluations, user interviews, contextual inquiry, cognitive walkthrough, system evaluations.

**Culture** Communicative, collaborative, detail-oriented, creative thinker, flexible, inquisitive, persistent.

**Tools** Figma, FigJam, Sketch, Zeplin, InVision, Miro, Adobe Creative Suite, Jira.