



STEVEN HENDERSON

VP - UX CREATIVE DIRECTOR & PRODUCT DESIGNER

services — including complex multi-step acquisition, lending, and servicing flows — as well as B2B, B2C, and non-profit sectors. Expert at translating ambiguous, high-stakes product challenges into intuitive, high-conversion platforms that drive customer acquisition, reduce friction, and measurably improve outcomes. Recognized for successfully presenting and championing design vision to executive leadership, guiding organizations through ambiguity toward customer-centric decisions. Deep practitioner of journey mapping, service design, and unhappy-path resolution, with a proven track record leading enterprise-scale atomic design systems, AI-integrated workflows, and WCAG/ADA-compliant experiences. Skilled at partnering with product, engineering, data, and analytics teams to align design strategy with business objectives and deliver at scale.

PROFESSIONAL EXPERIENCE

VP, UX CREATIVE DIRECTOR & PRODUCT DESIGNER

CITI BANK | Las Colinas, TX | January 2025 - Current

Converted to full-time Citibank employee in January 2025 following contractor engagement. Lead UX and Product Design strategy for a white-label credit card acquisition and servicing platform supporting 25+ retail partners. Manage cross-functional teams delivering 100+ concurrent projects that streamline complex multi-step financial user journeys, reduce friction, accelerate development cycles through AI-enhanced processes, and strengthen regulatory compliance.

- Designed and launched a unified master acquisitions flow consolidating all entry paths — including unsolicited offers, Prove Prefill, Inline Prequal, and partner prefill — into a single, maintainable experience; leveraged journey mapping and unhappy-path analysis to eliminate user loops and reduce abandonment across complex financial flows.
- Led end-to-end redesign of balance transfer flow with the addition of bank account transfers; used funnel analytics and conversion data to identify drop-off points, informing design decisions that drove approximately 10% improvement in conversion rates.
- Conceptualized and presented to executive leadership an API/iFrame-based acquisition and servicing platform enabling partner-site integration via a slide-out with partner-specific branding — a strategic vision currently under evaluation for full implementation.
- Directed full revamp of the servicing platform, incorporating offers, rewards marketing, and partner-specific content; the initiative was highly acclaimed by senior leadership and strengthened partner engagement across 25+ retail relationships.
- Developed an AI preset integrating the design system markdown into a corporate-approved AI platform; presented to upper management and successfully championed adoption, enabling rapid generation of mockups, prototypes, and design concepts with minimal prompting.
- Managed the UX development of an internal design tool with system dashboards, user flows, and UX templates, cutting design-to-development handoff time by up to 40% and enabling rapid platform-wide APR and Terms updates.
- Directed ADA/WCAG compliance initiative across 4,000+ screens, delivering fully inclusive digital experiences and reducing remediation time by 10–30% per project.
- Developed a fully atomic design system integrated into Figma and AI workflows; created custom AI prompting presets used across design, product, and engineering teams to accelerate iteration and ensure consistent output.
- Led Adobe Experience Manager integration into content workflows, partnering with stakeholders and engineering to streamline delivery and ensure on-time completions.
- Managed 100+ concurrent projects and multiple team members; produced executive presentation decks aligning design strategy with senior leadership objectives.

CONTACT INFO

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CORE SKILLS

- Leadership & Team Development
- Experience Design Strategy
- User Experience & Product Design
- Journey Mapping & Service Design
- Interaction Design & UX Architecture
- AI Integration in Design Workflows
- Atomic Design Systems
- Figma
- Prototype Development
- Data-Driven Design & Analytics
- WCAG/ADA Compliance
- Storyboarding & Narrative Presentations
- Adobe Creative Suite
- Adobe Experience Manager
- CSS / LESS / HTML
- WordPress & Joomla
- External Agency & Vendor Management

ADDITIONAL SKILLS

- Part 107 Commercial Drone Pilot Certificate
- Virtual Event Management

EDUCATION

Bachelor of Fine Arts, Graphic Design
Packaging Design Minor
Texas Tech University, Lubbock, TX



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CREATIVE DIRECTOR (PROMOTED FROM ASSOCIATE CREATIVE DIRECTOR)

PHOTON - CONTRACTOR FOR CITIBANK | Las Colinas, TX | July 2022 – December 2024

Engaged as a contractor through Photon Infotech, embedded full-time within Citibank's UX and Product Design organization. Led the white-label credit card acquisition and servicing platform supporting 25+ retail partners, directing delivery of high-impact digital experiences that enhanced usability, streamlined user journeys, and supported key business objectives.

- Created comprehensive journey maps and end-to-end user flows for credit card acquisition and servicing experiences, specializing in identifying and resolving unhappy paths and user loops that caused abandonment across complex financial flows.
- Designed and optimized web applications for credit card acquisitions and servicing — including user flows, interfaces, and partner-tailored features — that improved customer engagement and conversion.
- Conducted in-depth analysis of user flows and funnel data to identify pain points, delivering creative solutions that reduced friction across critical digital journeys.
- Collaborated with developers, product managers, and stakeholders to align design solutions with customer needs and strategic business goals.
- Resolved complex ADA compliance challenges and contributed to the delivery of accessible, inclusive digital experiences.
- Delivered impactful presentations to stakeholders and senior leadership; mentored team members to cultivate a collaborative and innovative design culture.

CREATIVE DIRECTOR – DIGITAL

MALONEY STRATEGIC COMMUNICATIONS | Dallas, TX | 2013 – July 2022

Founded and led the digital marketing department for a full-service strategic communications agency serving B2B, B2C, and non-profit clients including financial organizations. Oversaw development and execution of innovative digital strategies across web, advertising, and brand.

- Founded and built the agency's digital department from the ground up; onboarded and managed external vendors, freelancers, and creative agencies across concurrent campaigns, ensuring creative alignment and quality deliverables.
- Led brand development initiatives — logos, stationery, collateral — and multi-channel advertising campaigns (print, digital, social) that enhanced client positioning and market impact.
- Designed and developed responsive websites using HTML, PHP, JS, CSS, LESS, SASS, Joomla, and WordPress, incorporating interactive elements built in Adobe Animate to boost user engagement.
- Analyzed website analytics and collaborated with SEO vendors to optimize search engine performance and provide data-driven recommendations for improving user experience and traffic.
- Managed project timelines, client deliverables, and expectations across multiple concurrent projects from concept to completion; engaged in client meetings and contributed to sales pitches and branding presentations.

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SENIOR ART DIRECTOR & DIGITAL LEAD

MALONEY STRATEGIC COMMUNICATIONS | Dallas, TX | 2008 – 2013

- Spearheaded the agency's digital practice, introducing web design and development capabilities while leading multi-channel campaigns across print, digital, and emerging social media platforms.
- Directed junior designers and art directors, providing creative direction and mentorship to ensure consistent brand quality across all client deliverables.
- Coordinated cross-department campaign integration, ensuring seamless execution across multiple media platforms and client touchpoints.

ART DIRECTOR

MALONEY STRATEGIC COMMUNICATIONS | Dallas, TX | 2003 – 2008

- Developed marketing and design strategies aligned with client objectives across B2B, B2C, and non-profit sectors.
- Ensured brand continuity and consistency across all materials and touchpoints; led print and digital advertising campaigns.
- Managed client relationships and contributed to new business development through pitches and creative presentations.

GRAPHIC DESIGNER

MALONEY STRATEGIC COMMUNICATIONS | Dallas, TX | 2000 – 2003

- Executed high-quality design across brand identity, marketing collateral, and advertising campaigns for a diverse client roster.
- Mentored junior designers and production artists, elevating team output quality and efficiency.

PRODUCTION ARTIST

MALONEY STRATEGIC COMMUNICATIONS | Dallas, TX | May 1998 – 2003

- Produced brand and marketing design across print and collateral campaigns; promoted to Graphic Designer after two years for consistently high-quality output and creative initiative.

REFERENCES

Available upon request.

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