

Paige Riley

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Senior UI/UX Designer

I specialize in bringing clarity to complex digital ecosystems. Throughout my career in mission-driven organizations—from education and nonprofits to regulated industries—I've helped teams untangle information, align stakeholders, establish scalable systems, and create accessible experiences that are easier to use and easier to maintain. My work spans research, information architecture, design systems, and measurement because solving complex problems rarely fits neatly into a single discipline.

WORK EXPERIENCE

Municipal Securities Rulemaking Board (MSRB)

01/2023 – Present

Financial regulator responsible for the municipal bond market, driving economic development and investment in infrastructure and education to fund communities.

User Interface and Graphics Designer III • Full-time

Washington, D.C.

- Led UX design for 15+ enterprise initiatives spanning dashboards, data management, search, authentication, compliance workflows, and responsive web applications, translating complex business requirements into intuitive user experiences from discovery through developer handoff.
- Created and maintained a scalable design system across Figma and Storybook that improved design consistency and reduced front-end implementation time by 9% across three product teams.
- Orchestrated the definition and documentation of Human-Centered Design (HCD) and UX testing processes, alongside UI, UX, and accessibility guidelines, for multi-team adoption by engineers, architects, business analysts, and product owners.
- Established the organization's first UX measurement framework, introducing experience metrics and executive reporting that enabled data-informed prioritization of product investments.
- Developed enterprise information architecture strategies, including an Object Guide and data catalog synthesizing information from 20+ data sources, improving shared understanding and cross-functional collaboration.

INFORMS

08/2016 – 12/2022

Professional association for data scientists, analysts, and operations researchers with 12,000+ members.

Front End Designer

Catonsville, MD, USA

- Directed the total redesign of the professional certification website, from initial qualitative research and persona development to development. Implemented advanced UX strategies, best practices, and SEO optimization, resulting in a 460% increase in lead generation and a 135% increase in applications within the first 6 months.
- Initiated and executed the GA4 migration plan and associated training spanning seven web domains, ensuring the seamless transition of 1 year's historical data. Realigned all tracked metrics with current business strategy and customer objectives.
- Established optimization standards and defined information architecture for multiple subdomains, enhancing page speed by an average of 12% and significantly improving overall customer experience.
- Conducted extensive user interviews and facilitated interactive workshops to identify opportunities for enhancing user engagement within an online networking platform, achieving a 30% increase in community engagement and user satisfaction.

CommPartners LLC

02/2015 – 08/2016

A leader in helping associations and non-profits provide meaningful online education and engagement opportunities.

Graphics And Web Designer

Columbia, MD, USA

- Designed branded learning management systems and digital experiences for nonprofit and association clients, translating client goals into engaging online education platforms.
- Collaborated directly with clients, developers, and project managers to deliver customized web experiences while maintaining brand consistency and accessibility standards.
- Produced marketing assets supporting webinars, conferences, email campaigns, and online engagement initiatives.

Laureate Educations, Inc

10/2011 – 11/2014

Online learning for graduate and postgraduate studies that reported approx. \$4 billion in revenue at time of employment.

Graphics And Web Designer

Baltimore, MD, USA

- Developed interactive web experiences and reusable design standards supporting enterprise online education initiatives.
- Improved team efficiency by introducing new interaction patterns, templates, and design assets that streamlined production workflows.
- Eliminated a year-long project archive backlog within two months while maintaining ongoing project delivery commitments.

EDUCATION

BFA In Media Art & Animation

The Illinois Institute Of Art

Chicago, Illinois, USA

CERTIFICATIONS

Google Analytics Certification

01/2026 – 01/2027

Google

UX Certification

NN/g

SKILLS

Design & UX: Accessibility, Atomic Design, Communication Skills, Design Systems, Documentation Creation, Experience Design, Graphic Design, Human-Centered Design (HCD), Information Architecture, Product Design, Prototypes, Qualitative Research, Rapid Prototyping, Storyboarding, Usability Testing, User Experience (UX), User Interface (UI) Design, User Journey Maps, User Research, User Testing, Validation, Visual Design, Visual design assets (icons; illustrations; animation specs), Wireframes, Workflow Development

Methodologies & Process: Agile Design/Lean UX, Agile Methodologies, Agile Product Development, Collaboration, Critical Thinking, Design Thinking, Emotional Intelligence, Interpersonal Skills, Marketing Techniques, Problem Solving, Process Improvement, Product Development Lifecycle, Project Leadership, Search Engine Optimization (SEO), Systemic Thinking, Time Tracking

Software: Adobe Creative Suite, Adobe XD, Balsamiq Cloud, Figma, Google Analytics/Tag Manger, Jira