

Jacqueline D. Thomas

(281)682-8203 | jthomas61956@gmail.com | [LinkedIn](#) | [Portfolio](#)

Good design removes friction. Good leadership does the same. I sit at that intersection, shaping the people, products, and decisions that move organizations from chaotic to intentional.

Experience

First Service Credit Union | Katy, TX

January 2024 - Present

UX Manager

- Lead UX strategy for digital banking experiences across mobile and desktop platforms, designing member journeys for lending, onboarding payments, and account management.
- Guide cross-functional teams across product, engineering, compliance, marketing, and operations to translate complex financial workflows into intuitive user experiences.
- Spearheaded UX involvement in the selection and migration to a new digital banking platform, aligning business goals, technical constraints, and member experience requirements.
- Introduced behavioral analytics and clickstream data into product development for the first time in the organization, enabling data-driven UX decisions and product improvements.

Senior UX Designer

- Integrated user analytics into product development, enabling data-driven design decisions for the first time in company history.
- Played a pivotal role in selecting a new digital banking platform vendor, ensuring alignment with user experience standards and organizational goals
- Conducted usability testing for a youth-focused product, reducing user errors by 39%, and enhancing the design to meet a 20% membership growth target.

UX Designer

- Designed and launched a custom end-to-end user module, generating \$24,150 in monthly revenue on day one, with a focused annual impact of \$289,800.
- Conceptualized and tested a kiosk app for a new branch concept, reducing routine staff interactions by 20% and optimizing member-staff engagement.

IDEA Public Schools | Remote, TX

September 2021 - May 2022

Direct Instruction Lead Teacher & Academic Coach

- Optimized instructional strategies through data analysis, improving user (student) success rates from 48% to 80%.
- Designed accessible learning experiences that increased engagement and usability, achieving 90% success rates across K-2.

James Irwin Charter Schools | Colorado Springs, CO

July 2017 - May 2021

Elementary Educator

- Developed scalable curriculum designs that resulted in 85% of students exceeding grade-level benchmarks.
- Pioneered online learning methodologies, improving adoption rates and streamlining instructional workflows school-wide.

Education

Troy University

May 2014

Bachelor of Science (BS) in Sports and Fitness Management

Certifications

Google UX Design Professional Certificate

November 2022

Introduction to Web Accessibility

August 2024