

Mostyn Griffith

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Experience

Login.gov

Staff Product Designer, August 2023 – Present

- Redesigned the Login.gov Help Center and comprehensively overhauled the Contact Center's Interactive Voice Response (IVR) system, resulting in a significant improvement in successful call handling, rising from 55% to 83%.
- Drove a 50% increase in user success rates for security key setup through strategic User Experience (UX) enhancements.
- Developed and implemented a comprehensive flow for fraud prevention, reporting, and dispute resolution to ensure strict compliance with IRS requirements, successfully launching jointly with Login.gov by December 2, 2025.
- Conducted end-to-end UX research, writing, and design for fundamental user flows, including account creation, authentication, and account management.

Senior UX Designer, November 2021 – September 2022

- Boosted Login.gov account creation success from 83.6% to 92.8% (a 9.2% improvement) through the introduction of an icon-based authentication selection page.
- Elevated new user MFA adoption from 3.6% to 34.5% (June to November 2022) by refining multi-select authentication, which also contributed to a decrease in account lockouts.

Flare

Head of Design, August 2022 – January 2024

- Drove a significant increase in user engagement, scaling daily active users from 20K to 150K by January 2024.
- Spearheaded the redesign of Flare's product, brand, and promotional materials as Head of Design.
- Achieved and maintained a 4.8-star rating on the Apple App Store, accumulating over 3.6K ratings by January 2024.
- Consulted on iOS mobile design from 2017-2019.
- Oversaw design iteration and testing for the first cohort of users.

Native Design

Senior UX Designer, March 2021 – November 2021

- Led design strategy, research, content development, and execution across diverse projects.

- Managed junior design staff and facilitated design sprints for Fortune 500 companies (e.g., HP, Baxter, Illumina).

IBM Watson

AI Product Designer, January 2019 – February 2021

- Enhanced usability of Watson Assistant Actions for non-technical creators, resulting in a 60% increase in chatbot creation.
- Simplified the Watson Discovery interface for non-technical users, which contributed to being named a Fast Company 2020 Innovation by Design Award finalist.

Education

Rhode Island School of Design, September 2014 – May 2018

BFA Graphic Design with Honors, Malcolm Gear Scholarship, 2017, Grade Point Average – 3.845

Brown University, September 2017 – May 2018

Undergraduate enrollment in CS15 – Introduction to Object-Oriented Programming, CS132 – Creating Modern Web Apps, TAPS 0220 – Persuasive Communication