Latoya Hall

Senior UX Designer | Monetization, Payments & Growth

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KEY SKILLS

Monetization UX • B2B & B2C Design • A/B Testing • Data-Driven Monetization UX • Global Billing & Payments • Payments & Subscriptions • Multi-platform & eCommerce

SUMMARY

I design seamless, high-converting experiences that build trust and drive growth. With over a decade of experience spanning Google, LinkedIn, and Upwork, I've led UX for payments, billing, hiring integrations, and monetization systems across both B2B and B2C products. My work lives at the intersection of design, strategy, and technology where I partner cross-functionally to craft checkout flows, streamline enterprise payments, and create monetization experiences that feel effortless, yet strategic, and built to retain.

EXPERIENCE

T-MOBILE   June 2025 - Present
Senior UX Designer, Conversions & Promotions (Contract)   Remote

- Led UX design for the web experience enabling same-day device delivery within T-Mobile's ecommerce platform

- Designed customer flows supporting order confirmation, delivery expectations, and operational constraints for rapid fulfillment

- Designing a rebate submission MVP to streamline promotional claim submissions and reduce customer friction in rebate processingNo

GOOGLE   Jan 2024 - Present
UX Designer, Monetization (Contract)   Remote

- Led UX for a new billing and payments feature designed to reduce subscription churn and improve revenue retention, increasing transaction success rates within the first 60 days of launch.

- Defined and designed localized billing experiences across APAC, EMEA, and AMER, increasing add payment method rates by over 100% through region-specific flows aligned with compliance and user expectations

- Designed, prototyped, and iterated on multi-platform flows across mobile and web, optimizing checkout experiences to drive higher conversion rates and recurring revenue.

- Collaborated cross-functionally with Product, Engineering, UX Writing, UX Research, and Legal teams to align monetization UX with global payments infrastructure, ensuring compliance while scaling automated billing solutions

LINKEDIN
Feb 2023 - Dec 2023
Senior Product Designer, B2B Growth & Retention (Contract)
Remote

- Led UX strategy & execution to optimize the Recruiter System Connect onboarding experience, reducing friction, and saving LinkedIn thousands of hour sin operational inefficiencies.

- Designed & implemented a streamlined integration flow, improving enterprise adoption rates and increasing retention for LinkedIn's premium hiring tools.

- Owned end-to-end UX for LinkedIn Recruiter & Calendly integration, designing workflows to automate scheduling and improve recruiter efficiency.

- Conducted cross-functional discovery across product, engineering, and customer teams, identifying high-impact pain points and influencing roadmap decisions.

GAMECHANGER
Feb 2021 - Apr 2022
Senior Product Designer, Engagement & Streaming UX (Contract)
Remote

- Designed and shipped GameChanger's web-based video streaming platform within 6 months.

UPWORK
Feb 2018 - Apr 2020
Senior Product Designer, Monetization & Payments
San Francisco, CA

- Designed and launched a new monetization experience, driving $12M in revenue in the first year.

- Optimized payments UX, improving billing transparency and transaction clarity for clients.

- Collaborated with external partners to enhance payment workflows, improving client retention and trust.

ROCKET LAWYER
May 2016 - Apr 2020
Product Designer, B2C Growth & Mobile UX
San Francisco, CA

- Designed and launched Rocket Lawyer's first mobile app in 6 months, serving a user base of 20M+ and maintaining a 4.9-star rating.

- Developed the mobile design system, ensuring consistency and scalability across iOS and Android.

- Collaborated cross-functionally from concept to launch, working with engineering, product, and marketing teams.

OBJECT EDGE
Dec 2014 - May 2016
Product Designer, B2B Commerce Optimizations
Walnut Creek, CA

- Designed large scale B2B eCommerce platforms for global retail brands to help mid-sized retailers improve conversion and growth.

- Led UX research and design for web-based B2B products, shaping product decisions.

EDUCATION

M.S. Human Factors & Information Design

Bentley University, Waltham, MA

B.S. Visual Communication Design

San Francisco State University, San Francisco, CA (Study Abroad Program in London, UK)

SKILLS

- Monetization UX & Growth
- Payments, Billing, & Pricing UX
- A/B Testing & Experimentation
- B2B & B2C Revenue Optimization
- Conversion & Retention Strategy

- Cross-Platform UX (Mobile, Web, Enterprise)
- UX Research & Behavioral Insights
- Figma, Adobe XD