PHIL RIEHL

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Professional Experience

U.S. Bank - Experience Designer   06/2023 - 12/2023

- Creating wireframes and high-fidelity mockups using research for U.S. Bank's responsive **web** platforms, **resulting** in a more intuitive and effective onboarding flow for new employees, stabilizing HR initiatives.

- **Driving** the adoption of the common component libraries by advocating for their benefits to various teams, **resulting** in the efficiency and consistency of design and development efforts using Figma.

- Meticulously documenting design guidelines, standards, and processes, ensuring clear communication and seamless **integration** of design assets across all teams.

Charles Schwab - Senior UX/Product Designer   08/2021 - 01/2023

- Conducted thorough testing and research to inform the development of wireframes and high-fidelity mockups for Schwab's responsive **web** and **native** platforms, **resulting** in the creation of best practices for security initiatives.

- Implemented data visualization and best practices to enhance security and human-computer interaction for customers, **resulting** in a significant increase in the number of customers.

- Partnered with product owners, engineers, researchers and designers across organizations to build best-in-class software experiences **resulting** in users achieving their financial goals. Advocating for clear design strategies and consistency, implementing task analysis, persona mapping, user/system flows, workflow analysis, content mapping, prototypes, and usability testing using MS Office, Mural, **UserZoom**, **Sketch**, InVision and **Figma**.

Washington Federal Bank - Lead UX Designer/Developer   05/2021 - 08/2021

- Spearheaded the design and coding of WaFd's online banking project, utilizing **Adobe XD** and **Mendix** to craft comprehensive wireframes, interactive prototypes, and high-fidelity mockups **resulting** in effective system navigation and currency transfer interactions/visuals.

- Collaborated with development teams to ensure seamless integration of design elements within the sprint schedule, **resulting** in an optimized user experience and increased customer **acquisition** and **retention**.

- These efforts also drove higher **profitability** for the company, as evidenced by metrics such as increased transaction volumes and improved customer satisfaction scores.

Applied Materials - UX/UI Designer/Multimedia Manager   11/2020 - 05/2021

- Revamped and led UX research, strategy, production, and procedures for HR's employee portals, leveraging current design tools to conceptualize and execute intuitive interactions and visuals.

- Conducted thorough research and clarified objectives to inform design decisions, and iteratively handed off HTML/CSS assets to developers within an agile environment.

- Additionally, created branding assets and videos using Adobe Illustrator and Premiere Pro to further elevate the portals' user experience for Applied's global community, **resulting** in increased company morale and higher engagement with HR services.

Daimler Trucks, North America - UX/UI Designer — Aug 2019 - Sept 2020

- Conducted usability testing, heuristic evaluations, stakeholder interviews, and competitive research for Daimler's Detroit Connect portal, using **Sketch, Adobe CC** to create intuitive desktop/mobile interfaces.

- Further collaborated with management and development teams to generate **HTML/CSS** assets, and streamlined collaboration using **Zeplin** and **Miro**.

- Addressed usability problems proactively and iteratively, resulting in an enhanced user experience that **resulted** in increased usage, as evidenced by positive feedback and increased engagement with the Detroit Connect portal, and company **profitability.**

iGrafx - UX/UI Designer — Oct 2018 - July 2019

- Led user experience initiatives and spearheaded the development of user interfaces for a comprehensive **B2B** enterprise process documentation software platform, utilizing interactive **Adobe XD** prototypes to communicate product strategy and maintain consistency across interactions and visuals.

- Oversaw developer output and monitored progress as a key member of the Product Management team, ensuring seamless implementation of design elements within the development process.

- By delivering a user-friendly platform with intuitive navigation and streamlined workflows, successfully solved a long-standing fifteen-year-old problem and **generated significant revenue** for the company.

- Overall, these efforts drove tangible improvements in customer satisfaction and contributed to the company's growth, highlighting the impact of effective user experience design on business success.

McAfee - UX/Interaction/Visual Designer — July 2016 - Feb 2018

- Streamlined Agile UX processes by implementing A/B and usability testing, and provided support to cross-functional teams including marketing, legal, engineering, and project management **resulting** in goals and timelines being met.

- Developed and executed effective marketing campaigns, leveraging **Adobe CC** and HTML/CSS to create compelling alert messages and landing pages that contributed to **improved monetization**.

- Collaborated with agencies to ensure alignment with corporate branding, and successfully created responsive pages and alerts using Adobe Experience Manager (**AEM**).

- These efforts significantly increased product adoption by helping users make informed decisions, ultimately resulting in driving **revenue** growth and saving the company money.

Intel Corporation - UX/Interaction/Visual Designer — April 2012 - July 2016

- Worked collaboratively with engineering in an **Agile/Scrum** environment to develop visual assets directly in XAML, ensuring alignment with Intel's UI consistency guidelines and adhering to the style guide.

- Streamlined processes and optimized workflows, **resulting** in increased efficiency and cost savings.

- Successfully **mentored** and guided junior design team members, contributing to the growth and development of the team.

- Through these efforts, significantly increased usage of applications and internal websites, enhancing **productivity** and ultimately driving business **success**.

Education

- Bachelor's of Science in Web Design/Interactive Media from Art Institute of Portland, 2012

- Associate of Applied Science in Visual Communication from Chemeketa Community College, 2009