

# PHIL RIEHL

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## Professional Experience

### U.S. Bank - Experience Designer

06/2023 - 12/2023

- Crafted wireframes, prototypes and high-fidelity mockups for U.S. Bank's responsive web platforms, informed by research, leading to a user-centric onboarding flow for new employees.
- Advocated for and drove the adoption of common component libraries, enhancing design and development efficiency and consistency using Figma.
- Documented design guidelines, standards, and processes, ensuring seamless integration of design assets across teams aligning with WCAG guidelines.

### Bank of America - Senior UX/Product Designer

01/2023 - 04/2023

- Designed and optimized best-in-class digital experiences with a holistic perspective, managing multiple complex designs/projects and ensuring timely, quality delivery.
- Applied multidisciplinary product design capabilities across user experience and visual design using Figma, staying knowledgeable on project and product details.
- Demonstrated proficiency in Agile environments, delivering high-quality designs within sprint timelines.

### Charles Schwab - Senior UX/Product Designer

08/2021 - 01/2023

- Conducted thorough testing and research to inform interactions and development of wireframes and mockups, resulting in the creation of best practices for security initiatives.
- Collaborated across organizations to build best-in-class software experiences, advocating for clear design strategies and implementing usability testing using various tools including Figma and Sketch.
- Ensured inclusive, accessible experiences and prototypes aligning with WCAG guidelines.

### Washington Federal Bank - Lead UX Designer/Developer

05/2021 - 08/2021

- Spearheaded the design and coding of WaFd's online banking project, resulting in effective system navigation and optimized user experience.
- Collaborated with development teams to ensure seamless integration of design elements, driving increased customer acquisition and retention.
- Implemented evaluative testing methodologies to inform design decisions and enhance user experience.

### Applied Materials - UX/UI Designer/Multimedia Manager

11/2020 - 05/2021

- Revamped HR's employee portals, leveraging current design tools and conducting thorough research to conceptualize intuitive interactions and visuals.
- Created branding assets and videos to elevate user experience, contributing to increased company morale and higher engagement with HR services.
- Demonstrated proficiency in front-end concepts for dialogue with engineering partners.

### Daimler Trucks, North America - UX/UI Designer

08/2019 - 09/2020

- Conducted usability testing and competitive research for the Detroit Connect portal, resulting in enhanced user experience and increased engagement.

- Streamlined collaboration with management and development teams, utilizing tools such as Zeplin and Miro.
- Applied generative research to create solutions supported by strategic insights.

### **iGrafx - UX/UI Designer**

**10/2018 - 06/2019**

- Led user experience initiatives and spearheaded the development of user interfaces for a comprehensive B2B enterprise process documentation software platform.
- Ensured seamless implementation of design elements within the development process, depicted product interactions with prototypes, contributing to significant revenue generation.
- Mentored and guided junior design team members, contributing to team growth and development.

### **McAfee - UX/Interaction/Visual Designer**

**06/2016 - 02/2018**

- Streamlined Agile UX processes, implemented A/B and usability testing, and provided support to cross-functional teams, resulting in met goals and timelines.
- Developed effective marketing campaigns, leveraging Adobe CC and HTML/CSS, contributing to revenue growth.
- Ensured alignment with corporate branding and created inclusive, accessible experiences.

### **Intel Corporation - UX/Interaction/Visual Designer**

**04/2012 - 06/2016**

- Collaborated with engineering in Agile/Scrum environment to develop visual assets, ensuring alignment with UI consistency guidelines.
- Mentored and guided junior design team members, contributing to team growth and development.
- Demonstrated proficiency in working with cross-functional teams and delivering high-quality designs.

### **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