PHIL RIEHL

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Summary

Senior UX/Product Designer with 10+ years leading design for top financial institutions (U.S. Bank, Bank of America, Schwab) and Fortune 500 companies (Intel, Daimler, McAfee). Expert in **UI design, interaction design, prototyping, and accessibility**. Skilled at crafting scalable, WCAG-compliant experiences in Figma and motion tools, collaborating cross-functionally to deliver modern, user-centric financial platforms.

Professional Experience

U.S. Bank - Experience Designer   06/2024 - 09/2025

- Designed modernized flows and visuals for SinglePoint Investments, ensuring compliance with design system and accessibility standards.

- Applied visual design principles (layout, hierarchy, color, typography) to deliver polished, enterprise-ready UI aligned with U.S. Bank's design system.

- Created interactive prototypes in Figma to validate motion concepts and user flows before development.

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

- Designed responsive onboarding flows using Figma, service design, and user research, improving the employee onboarding experience.

- Integrated micro-interactions and animations into prototypes using Figma and motion tools, enhancing usability and reinforcing brand expression.

- Advocated for adoption of component libraries, driving visual consistency and scalable UI across teams.

- Documented design standards, including motion guidelines and accessibility considerations (reduced motion, smooth transitions) for developer handoff.

Bank of America - Senior UX/Product Designer   01/2023 - 04/2023

- Delivered high-fidelity fintech experiences in Figma across multiple agile projects, ensuring timely delivery.

- Applied motion accessibility best practices, balancing usability with performance on mobile devices.

- Collaborated with UX, dev, and copy teams to integrate motion into cross-platform experiences.

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

- Conducted research and usability testing to inform interaction patterns and security workflows.

- Designed UI and interaction models, including animated prototypes to test flows quickly.

- Partnered across orgs to implement best practices, usability standards, and clear motion handoff specifications for developers.

- Delivered inclusive, WCAG-compliant prototypes in Figma/Sketch, ensuring accessibility across devices.

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

- Led design and front-end development for WaFd's online banking project, combining UI design principles with scalable code.

- Implemented motion-driven interactions to guide navigation and reinforce clarity in complex flows.

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

- Overhauled HR portals and created branding assets, videos, and motion-enhanced visuals to increase engagement and morale.

- Demonstrated proficiency in After Effects and front-end prototyping for interactive multimedia assets.

Daimler Trucks, North America - UX/UI Designer   08/2019 - 09/2020

- Conducted usability testing and competitive research for Detroit Connect portal, improving user experience and engagement.

- Produced rapid prototypes with animation concepts to explore and validate user flows.

- Facilitated cross-team collaboration with Miro, Zeplin, and motion spec documentation.

iGrafx - UX/UI Designer   10/2018 - 06/2019

- Directed UX and UI design for B2B SaaS platform, ensuring scalable UI systems.

- Created prototypes with animated transitions to communicate product interactions.

McAfee - UX/Interaction/Visual Designer   06/2016 - 02/2018

- Implemented Agile UX processes and A/B testing to refine visual and motion interactions across products.

- Delivered polished UI aligned with corporate brand standards, including animated onboarding flows.

Intel Corporation - UX/Interaction/Visual Designer   04/2012 - 06/2016

- Collaborated with engineering in Agile/Scrum environment to develop interaction flows and visual assets, ensuring alignment with UI consistency guidelines. Included double diamond method in most projects.

- Partnered with engineering on UI assets in Agile/Scrum environments.

- Mentored junior designers on Double Diamond and rapid prototyping techniques.

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