

PHIL RIEHL

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Summary

Staff-level Product Designer with 13+ years designing complex financial and consumer digital products for organizations including Nationwide, U.S. Bank, Bank of America, Charles Schwab, Washington Federal, Intel, and McAfee. Specialize in simplifying high-risk workflows through research, systems thinking, interaction design, and cross-functional leadership. Experienced designing AI-enhanced product experiences that prioritize trust, transparency, and human-centered decision making within complex financial ecosystems.

AI Experience

- Designed AI-assisted user experiences that combine traditional interfaces with intelligent guidance to simplify complex customer decisions.
- Explored personalization, adaptive workflows, and conversational interaction models for financial and enterprise products.
- Used AI to accelerate research synthesis, concept generation, information architecture, and rapid UX prototyping.
- Focused on human-centered AI principles including transparency, trust, explainability, and user control.
- Advanced Figma prototyping including interactive flows used to validate AI-assisted concepts.

Professional Experience

Nationwide Financial - Experience Designer

04/2026 - 10/2026

- Led UX strategy for Nationwide's annuity modernization initiative, translating complex financial processes into intuitive digital experiences.
- Conducted stakeholder interviews across product, engineering, operations, compliance, and business teams to identify strategic opportunities and align cross-functional priorities.
- Facilitated collaborative workshops that transformed research findings into product direction, helping establish shared UX strategy across multiple business groups.
- Produced high-fidelity prototypes and interaction models that accelerated product decisions and reduced ambiguity during implementation.
- Partnered with Product Managers and Engineering to balance customer needs, technical feasibility, regulatory constraints, and long-term product vision.

U.S. Bank - Experience Designer

06/2024 - 09/2025

- Led UX redesign of SinglePoint Investments workflows, simplifying complex processes and removing friction to deliver clearer, more accessible user paths aligned with regulatory and design-system standards.
- Elevated overall experience quality by applying intentional layout, hierarchy, and visual design patterns that improved usability and enabled development teams to ship more consistent, predictable interfaces with fewer revisions.

- Created interactive Figma prototypes to communicate motion and interaction intent, reducing ambiguity, accelerating stakeholder alignment, and streamlining sprint planning and handoff.

U.S. Bank - Experience Designer

06/2023 - 12/2023

- Redesigned onboarding experiences for complex financial products, reducing friction while improving customer confidence during high-value account setup.
- Established scalable interaction patterns that improved consistency across investment workflows.
- Partnered with engineering to define accessible component behaviors and interaction standards used across multiple product teams.

Bank of America - Senior UX/Product Designer

01/2023 - 04/2023

- Delivered high-fidelity fintech flows that enabled teams to move faster through Agile cycles, reducing rework by clarifying requirements early through precise visual design
- Applied motion accessibility practices that balanced visual polish with performance, improving mobile stability and user comfort for sensitive users
- Partnered across UX, dev, and content to align motion, interaction, and messaging, creating more cohesive cross-platform experiences.

Charles Schwab - Senior UX/Product Designer

08/2021 - 01/2023

- Led research initiatives that simplified authentication and security workflows while maintaining customer trust and regulatory expectations.
- Designed interaction models and animated prototypes that let stakeholders validate flows quickly, reducing time spent debating abstract concepts.
- Guided cross-team alignment on usability standards and motion guidelines, helping create more predictable, accessible UI across tools.
- Produced inclusive, WCAG-compliant prototypes that improved accessibility compliance across devices and reduced accessibility-related iteration later in development.

Washington Federal Bank - Lead UX Designer/Developer

05/2021 - 08/2021

- Led UX and front-end execution for WaFd's online banking overhaul, delivering a cleaner, more intuitive interface that reduced complexity for everyday banking tasks.
- Used motion-driven interactions to guide users through multi-step workflows, reducing hesitation and improving task clarity on complex screens.

Applied Materials - UX/UI Designer/Multimedia Manager

11/2020 - 05/2021

- Redesigned HR portals and internal branding assets, increasing employee engagement with internal tools and improving clarity for high-traffic content.
- Created motion-enhanced visuals and prototyped interactive multimedia assets that helped teams communicate ideas more effectively during presentations and rollouts.

Daimler Trucks, North America - UX/UI Designer

08/2019 - 09/2020

- Conducted usability testing and competitive research for Detroit Connect, identifying navigation issues and shaping a more coherent, efficient fleet-management experience.

- Built rapid animated prototypes that let product and engineering validate flows early, reducing development ambiguity.
- Improved collaboration through clear motion specs, interactive documentation, and Miro/Zeplin workflows that aligned distributed teams

iGrafx - UX/UI Designer

10/2018 - 06/2019

- Led UX/UI for the B2B SaaS platform, creating scalable systems that improved consistency for complex process-mapping workflows.
- Used animated prototypes to communicate interaction details to engineering, reducing misinterpretation of key flows.

McAfee - UX/Interaction/Visual Designer

06/2016 - 02/2018

- Led UX design for consumer-facing (B2C) ecommerce experiences, including homepage, purchase flows, and post-purchase interactions
- Improved conversion and user engagement through optimized layouts, messaging, and interaction design
- Designed scalable UI components and patterns supporting millions of users across web platforms

Intel Corporation - UX/Interaction/Visual Designer

04/2012 - 06/2016

- Designed user experiences for consumer-facing wireless display technology, enabling seamless content sharing across devices
- Simplified complex technical workflows into intuitive, accessible interactions for everyday users
- Validated designs through user feedback and iterative prototyping

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

Portfolio includes consumer-facing, AI-enhanced, and high-engagement product experiences: [RiehlUX.com](https://riehtux.com)