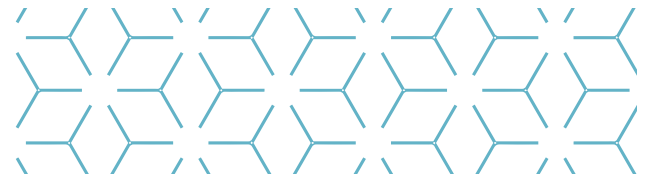


ROBYN *bover*

UX DESIGNER WITH A PASSION FOR RESEARCH





Working with my team on the Amazon Explorer project. Fall 2012. Photo: Yizhou Pan.

About me

My journey into design began during my junior year of college. I was in my statistics class, when I had an epiphany, realizing the path I was heading down was not for me. I had yet to explore what I was truly passionate about. After some soul searching, I realized two things: **I enjoyed solving problems, and I loved creating things**. I then started searching for a career that would challenge me while allowing me to express myself creatively; this led me to the world of HCI.

As a designer, your basic practices do not change, however, it's the thrill of exploring a problemspace that allows growth...and this is what attracts me to HCI. Overall, I am passionate about design and research and **I want to use my creativity to collaboratively develop solutions that will impact a wide range of people**.

I am currently based in the **Charlotte Metro** area, working for **Wells Fargo's Shared Services, Content, Design & Maintenance team**. I utilize my talents as a customer experience designer--combining my interaction and visual design skills--to enhance the mobile and desktop experiences for our home lending customers; my area of expertise, is the first-time home buyer.



FUTURISTIC



ADAPTABLE



STRATEGIC



Design Process



Through my career, I have found that design does not follow a linear process, rather the needs of our customers shape how we land upon a design solution. Below you will find some of my favorite tools to utilize when exploring a problemspace.

PROBLEM FRAMING THRU EXPLORATION

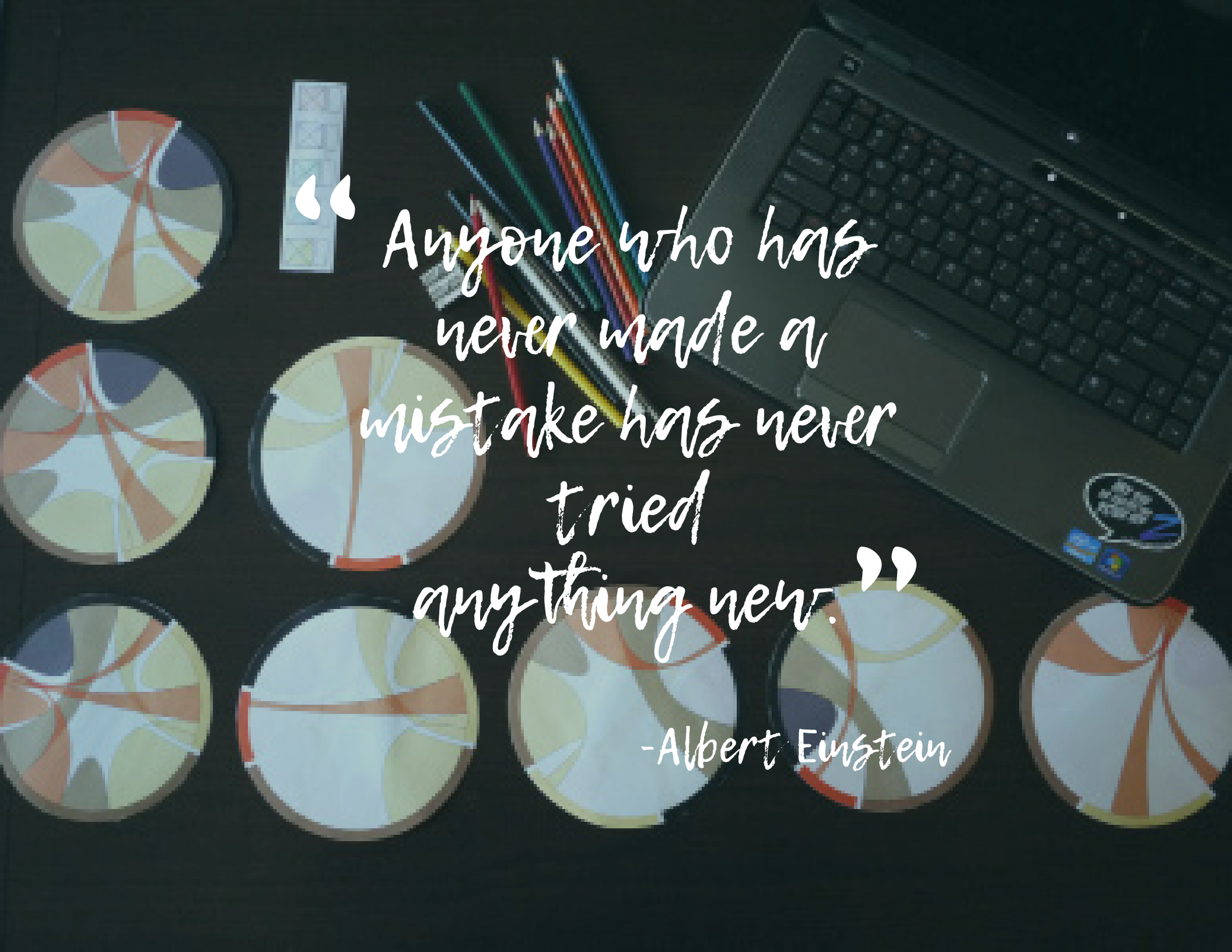
- Affinity Diagramming
- Card Sorting
- Contextual Inquiry
- Ethnography
- Interviews
- Persona & Scenario Development
- Sketching

CONCEPTION AND PROTOTYPING

- Arduino (Uno/LilyPad)
- Elito Method
- Paper Circuits
- Paper Prototypes
- Storyboarding
- Wireframes

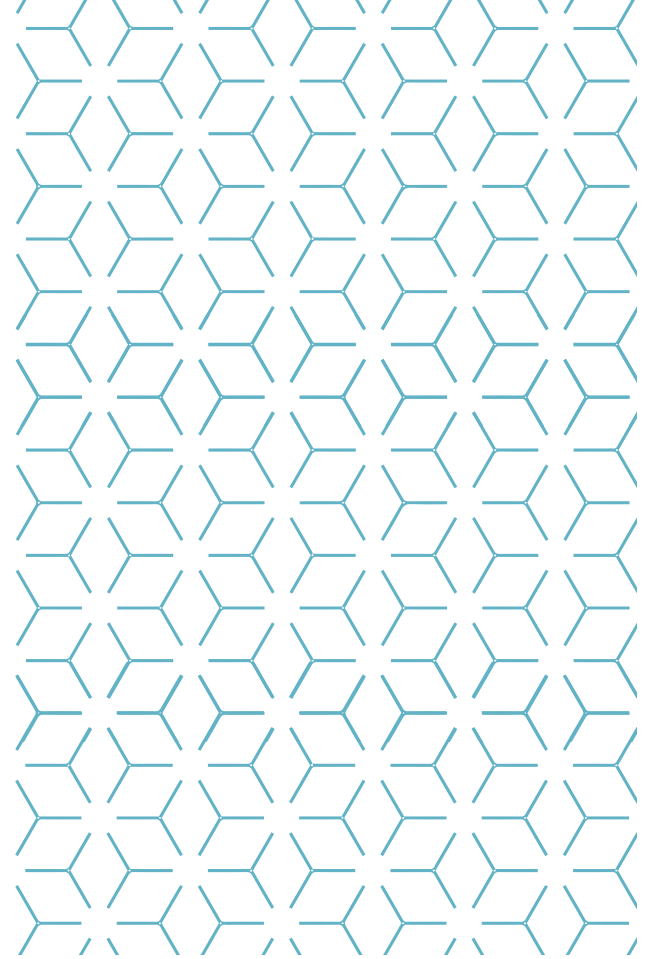
EVALUATION AND LAUNCH

- Design Critiques
- Focus Groups
- Usability Testing
- User Acceptance Testing



“ Anyone who has
never made a
mistake has never
tried
anything new.”

-Albert Einstein



DESIGN

projects



Us

[Print this page](#)

Quick form to have a mortgage consultant contact you to prequalify for a discuss refinancing options.

[in nosotros en español.](#)

Last Name

Phone Number

Address ZIP Code

What is your primary home financing goal?

How do you intend to apply for financing?

Are you currently a Wells Fargo mortgage or home equity customer?

No

Do you like to discuss your home financing needs with us?

Yes, please contact me by phone or email with a national consultant

No, please contact me by a local consultant based in a nearby branch

By clicking Submit, you agree Wells Fargo Home Mortgage may call or text you at any number you provide during this online session **even if we use an autodialer to reach you. If the phone number you provide is registered to a mobile device, your carrier's charges may apply. Your consent is not a condition of purchase.**

By clicking Submit, you are subscribing to receive emails from Wells Fargo Home Mortgage. You can unsubscribe at any time. Your mobile carrier's charges may apply.

Cancel

Submit



HOME LENDING LEAD FORMS

Home Lending Project Lead • Lead Designer

The Home Lending lead forms was the first project I worked on as a full-time team member on the Mortgage Design team. Our team wanted to give our four lead forms a complete overall, updating them with a design that utilized imagery to create a more engaging experience.

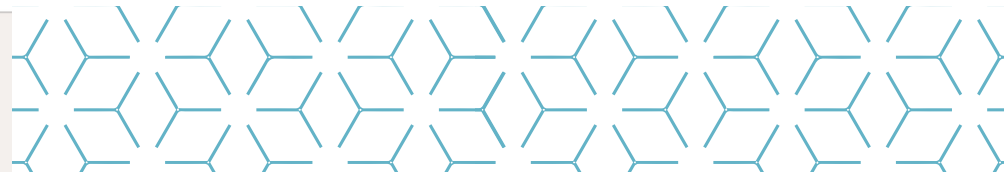
For this project, I served as both the project and design lead. My key responsibilities included creating, packaging, and delivery of all visual assets, redlines, and wireframes. I also was responsible for driving our design meetings and engaging with stakeholders.

Important information: If you are a service member on active duty, prior to seeking a refinance of your existing mortgage loan, please consult with your lender regarding the relief you may be eligible for under the Servicemembers Civil Relief Act or applicable state law.

Protect your account and personal information against fraud and identity theft. [Learn more.](#)

Originating Lender

Home Mortgage is a division of Wells Fargo Bank, N.A.

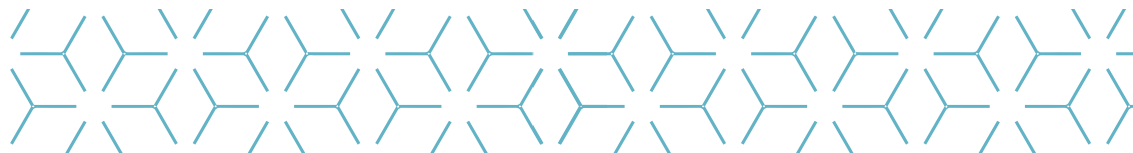


THE SCOPE.

Mortgage stakeholders were looking to update four lead forms (Get Prequalified, Contact Us, Refinance, and Guide Registration) for the desktop and mobile experiences on both the public site (WWW) and HMC microsites

TARGET AUDIENCE.

Customers who are interested in learning more about Wells Fargo's mortgage opportunities with an emphasis placed on first-time home buyers and customers looking to refinance





Contact Us

* Indicates required field  [Print this page](#)



Find the home financing option that's right for you.

- Request a free consultation -- no obligation -- using this form.
- Receive personal assistance from a dedicated home mortgage consultant.
- Make an informed decision about what makes sense for you.

If you have questions, please call us at [1-877-937-9357](tel:1-877-937-9357).

Need help with your existing mortgage or home equity account — including balance, payments, and hardship assistance? Please [contact us](#) using the secure email for your online account.

* First Name	* Last Name
<input type="text"/>	<input type="text"/>
* Email Address	* Phone Number
<input type="text"/>	<input type="text"/>
* Home Address Zip Code	
<input type="text"/>	
Best time to contact you	Preferred Contact Method
Select One ▾	Select One ▾
* What is your primary home financing goal?	
Select One ▾	
* When do you intend to apply for financing?	
Select One ▾	
* Are you currently a Wells Fargo mortgage or home equity customer?	
<input type="radio"/> Yes <input type="radio"/> No	
* How would you like to discuss your home financing needs with us?	
<input type="radio"/> By phone or email with a national consultant	
<input type="radio"/> With a local consultant based in a nearby branch	

Retired Wells Fargo Home Lending Contact Us form

DESIGN CONSTRAINTS.

- Imagery to be featured prominently
- Leverage the existing platform capabilities
- Follow Wells Fargo's brand guidelines and accessibility standards
- 2 month turnaround

"We want to update our lead forms and bring in imagery...like PNC."

Quote from stakeholder meeting

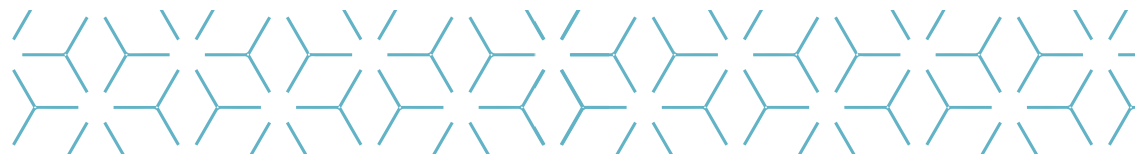
DESIGN PROCESS.

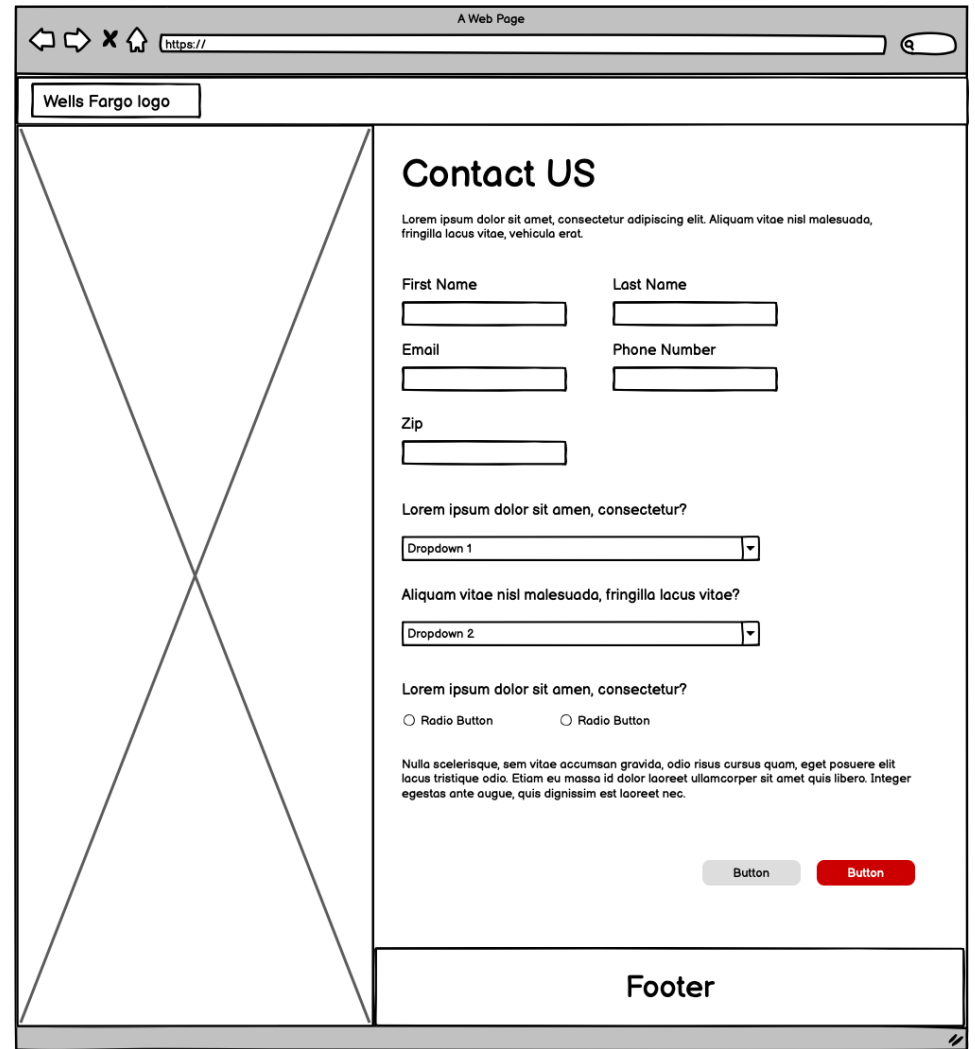
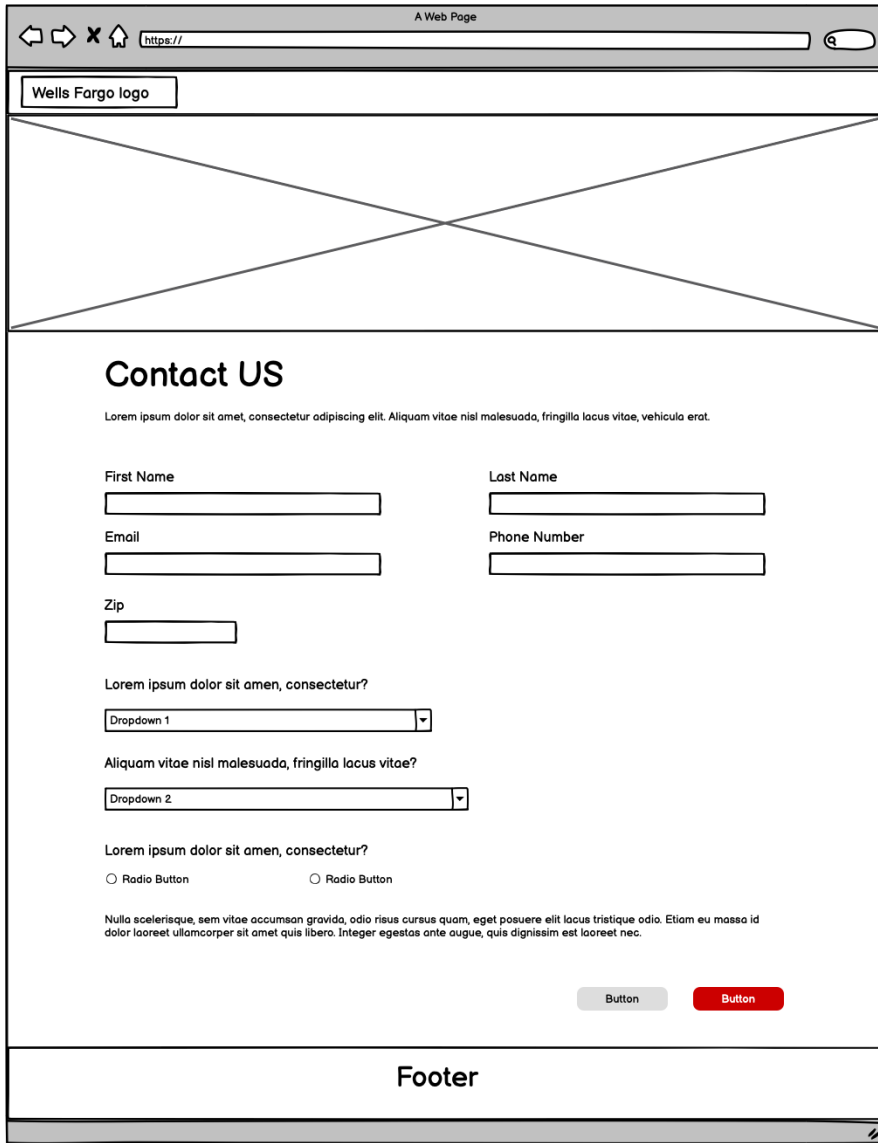
PROBLEM FRAMING

Stakeholder interviews and Page Evaluation and Critique

CONCEPTION AND PROTOTYPING

Sketching, Wireframes, Design Critique, Iterations





Two alternate designs explored.

Contact Us

[Print this page](#)

Fill out this quick form to have a mortgage consultant contact you to prequalify for a mortgage or discuss refinancing options.

[Conéctese con nosotros en español.](#)

First Name	Last Name
<input type="text"/>	<input type="text"/>

Email Address	Phone Number
<input type="text"/>	<input type="text"/>

Home Address ZIP Code

What is your primary home financing goal?

Select One

When do you intend to apply for financing?

Select One

Are you currently a Wells Fargo mortgage or home equity customer?

Yes No

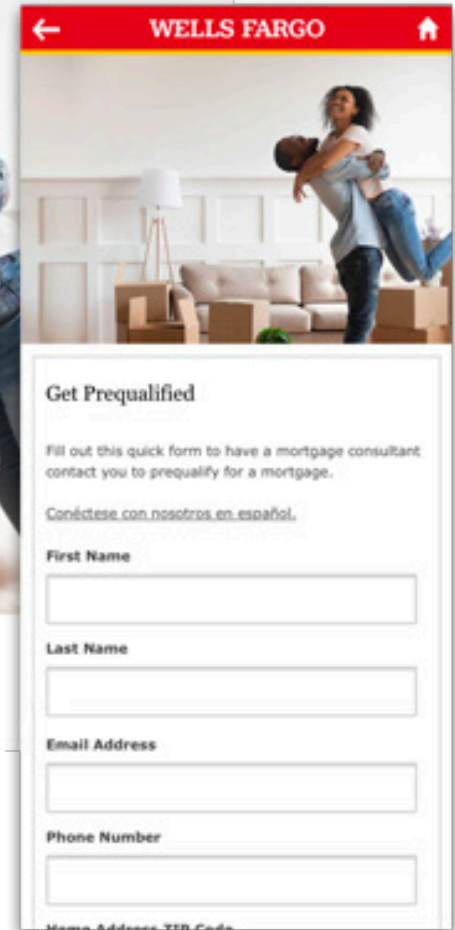
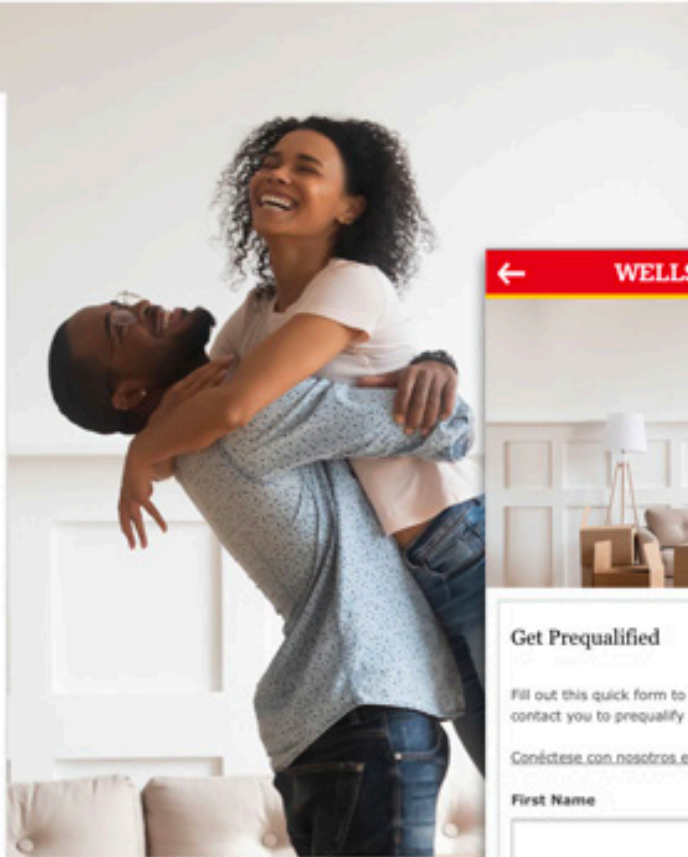
How would you like to discuss your home financing needs with us?

By phone or email with a national consultant

With a local consultant based in a nearby branch

By selecting Submit, you agree Wells Fargo Home Mortgage may call or text you at any phone number you provide during this online session **even if we use an autodialer to call or text you.** If the phone number you provide is registered to a mobile device, your mobile carrier's charges may apply. Your consent is not a condition of purchase.

You also agree you are subscribing to receive emails from Wells Fargo Home Mortgage. You can opt out of these subscription-based messages at any time. Your mobile carrier's charges may apply.



Wells Fargo Home Lending Contact Us form, today

"I didn't have to expend a lot of effort to get someone to respond to me. I felt valued."

LAUNCH AND EVALUATION.

Customer insights team lead a qualitative research study

Telephone interviews were conducted among consumers who recently completed the Contact Us form

30 participants

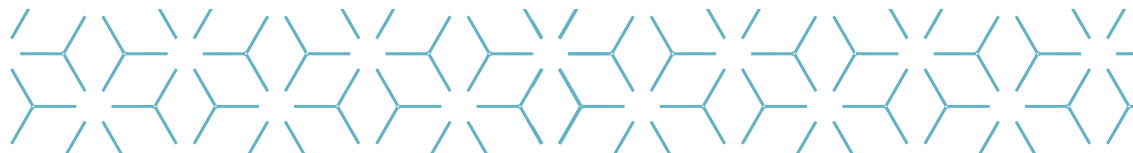
- 20 looking to purchase, 10 looking to refinance

- 24 of 30 had a deposit and/or mortgage account

- 17 participants in the "just shopping phase"

Forms are meeting customers expectations

Customers described the form as simple, clean, and easy to navigate



TAKEAWAYS AND NEXT STEPS.

Forms are meeting customers expectations and needs

Image selection is important

Image Strategy Deck

This deck was created to provide the team with a strategy around image usage on the mortgage pages. The recommendations builds upon the guidelines and standards set by Wells Fargo's brand team and places an introduces an image rotation schedule, provides best practices for selecting images based upon component type, and provides scenarios for photoshoots.

Form Refresh

The Form Refresh is a proposed project to revisit the form design and update the forms using new components / guidelines from the Brand team.



Thank you!

Questions?



Contact me

TO LEARN MORE ABOUT MY WORK



ROBYN.BOLER25@GMAIL.COM



704-458-0245



Portfolio
Sample

A preview of projects I've worked on, highlighting my role, approach, and key outcomes in a concise format.

Case
Studies

An in-depth look at select projects, detailing challenges, strategies, and results for a deeper understanding of my work.

