ROBYN BOLER

Senior User Experience Designer

User-Centered Design • Digital Experience Optimization

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Accomplished and adaptable Senior UX Designer with a passion for blending creativity and strategy to craft user-centered solutions that drive business growth. Experienced in modernizing digital experiences through comprehensive design systems, intuitive CRM platforms, and strategic playbooks that enhance engagement and efficiency. Adept at translating complex requirements into seamless, high-impact designs while collaborating across cross-functional teams to align business and user needs. Looking to contribute innovative design thinking and scalable solutions in a dynamic, growth-oriented environment.

HIGHLIGHTED ACHIEVEMENTS

- Developed a comprehensive Email Design System (EDS) for a mortgage company, delivering modular content blocks and a detailed style guide to enhance scalability and ensure future consistency.
- Led UX design for Wells Fargo's *your*LoanTracker, a self-service mortgage tool that enables borrowers to track loan progress and upload documentation, improving transparency and user experience across desktop and mobile.
- Created strategic playbooks for a major home improvement retailer, outlining experience strategies, communication channels, and execution plans to maximize ROI using Salesforce technology.
- Developed the Ally Lending's Resource Hub, a B2B content hub for the Home Improvement and Healthcare industries. Led UX design, content authoring, and AEM implementation, working with content strategists and creative teams to deliver a four-page experience supporting provider prospects.
- Skilled in managing all aspects of the design process, from detailed mockups and wireframes in Figma to stakeholder alignment and cross-functional collaboration.
- Led the design and production of a team cookbook, managing recipe collection, layout, and distribution, successfully raising over $2,500 for the Charlotte local food bank.

CORE SKILLS

Design + Research
UX/UI Design Strategy
Wireframing & Prototyping
User Research
Usability Testing
Journey Mapping
Accessibility & Inclusive Design

Collaboration + Strategy
Design Systems & Component Libraries
Stakeholder Collaboration
Cross-Functional Alignment
Agile & Kanban Methodologies
A/B Testing & Optimization
User Acceptance Testing

Tools + Platform
Figma
Adobe Experience Manager
Salesforce Products
SaaS

WORK EXPERIENCE

Senior Experience Consultant   September 2022 - Present
Salesforce

- Lead discovery sessions to identify pain points, leveraging human-centered design principles to develop wireframes and prototypes.
- Collaborate with clients in Health & Life Sciences and Financial Services to create intuitive, scalable solutions using Salesforce products, including Experience Cloud, Service Cloud, Sales Cloud, Health Cloud, Omnichannel, and Customer 360.
- Drive full life cycle design processes by conducting research, facilitating workshops, and delivering key outputs such as personas, and journey maps, while streamlining feature handoff by documenting design specifications and collaborating with developers to ensure pixel-perfect implementation.
- Developed scalable design systems and component libraries, ensuring consistency across digital platforms while improving efficiency in the product development lifecycle.
- Partner with cross-functional teams to develop tailored solutions, utilizing both custom and out-of-the-box (OOTB) features to align with business objectives.
- Design and optimize key user experiences across industries, including wealth and investment management (WIM), insurance, home-loan application flows, telecommunications, and auto retail & services.
- Ensure solutions meet accessibility standards, usability compliance, and industry best practices, aligning with Salesforce guidelines.
- Present design strategies and recommendations to stakeholders, articulating rationale and validating concepts through user testing.
- Navigate evolving business needs while fostering strong client and team relationships to drive innovation and business success.

Senior Specialist - UX Design   Aug 2021 - Sept 2022
Ally Financial

- Led end-to-end design for multiple product features across auto, personal loans, and provider financing platforms, enhancing user experience by developing intuitive digital solutions from concept to launch.
- Developed and published pages in Adobe Experience Manager (AEM), managing content authoring, user acceptance testing (UAT), and collaborating with developers to resolve pre-launch issues
- Created wireframes, prototypes, and design comps, working closely with CX and usability teams to refine customer journeys in an Agile environment.
- Applied user-centered design methodologies to deliver high-quality, customer-focused solutions.
- Designed responsive user experiences for mobile and desktop, ensuring seamless adaptability across devices through breakpoint testing.
- Collaborated with Design Ops to establish and refine design patterns, maintaining documentation for consistency and scalability, and alignment with evolving business needs.
- Conducted research and usability testing in partnership with CX teams, gathering insights to enhance customer journeys, improve user engagement, and deliver optimized digital experiences.
- Utilized Agile methodologies and Kanban boards to track project status, prioritize UX initiatives, and coordinate with engineers during sprint planning.

Digital Marketing Consultant II (Customer Experience Designer)   Jan 2016 - Aug 2021
Wells Fargo

- Led multiple design projects from discovery to launch, balancing multiple features simultaneously by

prioritizing tasks based on business goals, user needs, and technical feasibility, while serving as a design consultant for Home Lending initiatives to deliver high-quality digital experiences.

- Partnered with content writers, developers, and design ops to align UX strategies with business objectives and user needs.
- Created and refined wireframes, task flows, prototypes, visual elements, and journey maps, leveraging personas to inform design decisions and improve user experiences.
- Developed and delivered strategic design recommendations to stakeholders and bank leaders, effectively communicating rationale and business impact.
- Conducted A/B testing and research initiatives, utilizing Google Analytics and user testing to analyze behavior, optimize designs, and drive data-informed decisions.
- Collaborated with researchers to define study goals, refine usability scripts, and interpret findings, ensuring user-centered, accessible design solutions.
- Advocated for accessibility and usability best practices, presenting design strategies that enhanced the Home Lending experience.

EARLIER CAREER EXPERIENCE

Interaction Designer
Wells Fargo, consultant

Design Research Assistant
Pervasive Health Information Technologies Lab

EDUCATION

M.S. Human Computer Interaction Design
Indiana University Bloomington

B.S. Mathematics, Minor: Computer Science
Elizabeth City State University

Certifications
Salesforce UX Designer Certified • Salesforce Strategy Designer Certified • Salesforce AI Certified

SKILLS

UX/UI Design & Research
Product Design • Visual Design • UX/UI Design • Design Thinking & Strategy • Storyboarding • Storytelling • Personas • Affinity Diagrams • Contextual Inquiry • Ethnography • Accessibility & Inclusive Design (WCAG, usability testing) • Design Research • User Research Collaboration • Ideation • Mockups • Style Guide Creation • Design Critiques • Content Authoring

Data-Driven UX & Analytics
Conversion Optimization • Data-Driven UX • Google Analytics • AI-Driven UX Strategies

Product Strategy & Collaboration
Product Management Partnership (Agile, Roadmaps, Research Integration) • Co-Creation Workshops

Tools & Software
Sketch • InVision • Miro • ChatGPT • Adobe Creative Suite • HTML/CSS (Basic Code Manipulation) • Salesforce Ecosystem (Customer 360, Sales Cloud, Service Cloud--Omni-Channel, Web Caller, Knowledge Component, Experience Cloud, Health Cloud)

Industry Experience
Fin-Tech & Banking • Healthcare • Education • Retail • B2B • B2C • Design Consulting • Home Lending/Mortgage