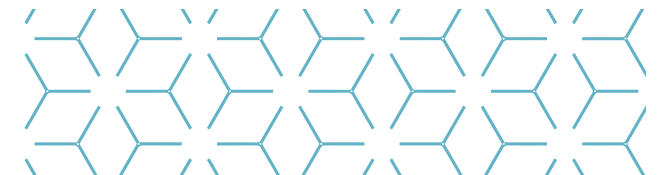


ROBYN *boyer*

UX DESIGNER WITH A PASSION FOR RESEARCH





*Working with my team on the Amazon Explorer project. Indiana University - Bloomington. 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 creativity; 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 **Salesforce's Customer Success Group team.** I utilize my talents as a senior designer to enhance the mobile and desktop experiences for our provider B2B customers, with an emphasis placed on the healthcare and home improvement customers.



**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

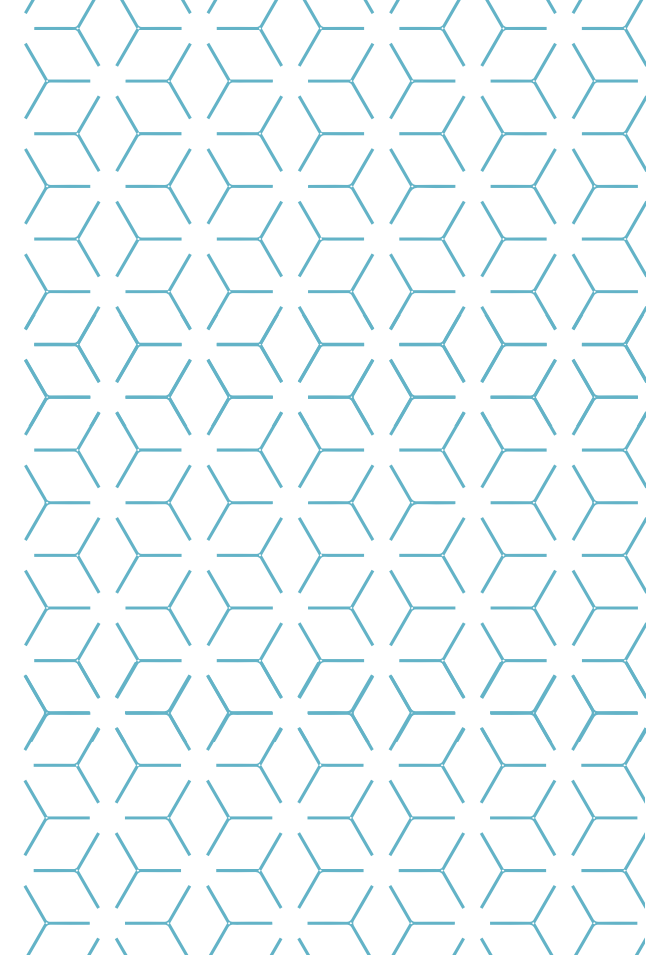
## EVALUATION AND LAUNCH

- 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*







# Find the right graduate loan for you


Wells Fargo private graduate loans make it easy to fund your education.

[Apply for a graduate student loan](#)


## Explore Wells Fargo graduate student loans

...ates. Zero application and origination fees. No cosigner required for most students.

**Graduate<sup>SM</sup> Loan**  
 Graduate school tuition for MBA, law, or graduate programs.  
[Details >](#)

**Wells Fargo Bar Exam<sup>SM</sup> Loan**  
 Pay expenses related to taking the bar exam like registration, prep work, and living expenses.  
  
[More Details >](#)

**Alternative Loan for Medical Students**  
 Tuition and other expenses for medical, dental, and most other graduate-level health programs.  
[Details >](#)

**MedCAP-XTRA<sup>®</sup> After School Loans**  
 Pay for other health program costs like relocation, residency, medical boards, and clinical exams.  
  
[More Details >](#)

**Apply for a graduate student loan**

**Repayment resources**

- [Payment options](#)
- [Learn about repayment](#)
- [Payment questions](#)

**More resources**

- [Find scholarships](#)
- [Register: paying for college webinars](#)
- [Student lending principles](#)
- [Financial aid officers](#)

...ibly financing your education, be sure to look at all of your options — including grants, scholarships, and ... — and make careful comparisons among all of your choices. If you determine that a private ... for you, Wells Fargo provides loans to help meet the needs of nearly every student.

**Already Applied?**

- [Check application status](#)
- [Sign loan documents](#)
- [Borrower complete an application](#)
- [Cosigner complete an application](#)
- [Complete a saved application](#)

**Estimate your payments**  
 Use our calculator to see how much debt you might be able to manage based on your expected starting salary after graduation.  
[Student Loan Calculator >](#)

**Still have questions?**  
[Call Us](#) +

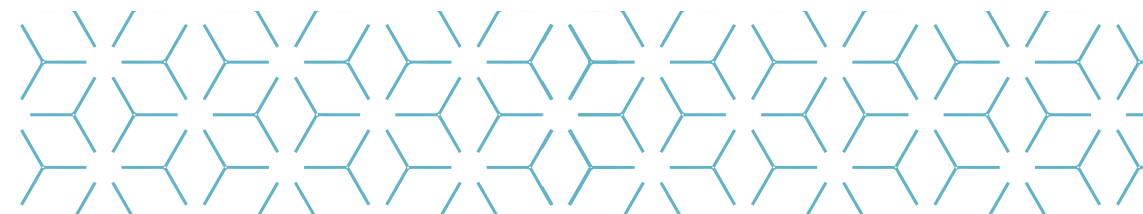
**Was this content helpful?**

# GRADUATE STUDENT CENTER

## CX Designer (Interaction, Visual)

The Graduate Student Center (GSC) was an effort to update the landing page and six product pages that comprised the GSC. I was brought in mid-way during the project once the team decided they wanted to update the look-in-feel of the pages on top of content updates.

For this project, I served as CX Designer and was in charge of creating, packaging, and delivering all of the visual assets and wireframes. I partnered with the content strategist on the design. This project ended up being put on an indefinite hold before being scraped when Wells Fargo decided to no longer offer student loans.



## **THE SCOPE.**

The Graduate Student Center (GSC) pages had a stark contrast to the Undergraduate pages which had just undergone an update. Stakeholders wanted to update the design and content on seven pages: GSC landing page, four graduate specific loan products, and two additional loan products

## **TARGET AUDIENCE.**

Students and parents interested in obtaining a loan for graduate school. On top of a general loan, there were specific loans geared towards law and medical students, as well as students in community college and parents





## DESIGN CONSTRAINTS.

- Increase the amount of white space
- Utilize new components to update the look and feel
- CTA needed to remain prominent on the page
- Highlight key features, with an emphasis placed on rates
- ~ 3 month turnaround

*The Wells Fargo graduate student loan center is no longer in compliance with the new brand.*

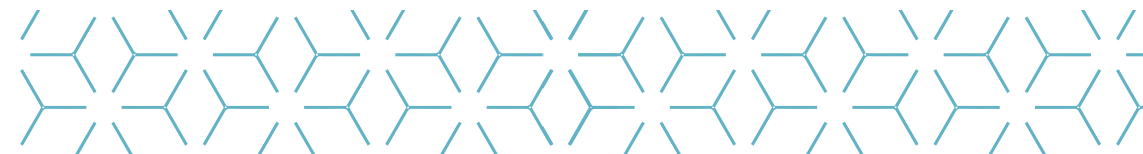
## DESIGN PROCESS.

### PROBLEM FRAMING

Stakeholder interviews, Page Evaluation and Design Critique

### CONCEPTION AND PROTOTYPING

Content updates, Sketching, Wireframes, Design Critique, Iterations



Graduate Student Center landing page circa 2019 (left) and the proposed new designs (right)

## Private Graduate Student Loans

A Wells Fargo Graduate<sup>SM</sup> student loan is designed for graduate students who are enrolled in an MBA, law or other qualified graduate program who are seeking a degree, license or certificate.<sup>1</sup>

Cover the cost of education, including tuition, fees, books, living expenses, and more (minus other aid).

### Benefits:

- Students make no payments until 6 months after leaving school.<sup>2</sup>
- Pay no application, origination, or early repayment fees.
- Select a competitive fixed or variable interest rate option.
- Reduce your loan cost by qualifying for our [interest rate discounts](#).<sup>3</sup>

A cosigner may help you qualify for a student loan and potentially get a lower interest rate, but is not required to apply.

**Ready to get started?** See a [checklist](#) of what you'll need to apply.

+ Interest Rates & Features

+ Cosigners

+ How Interest Rates Work

+ Eligibility

1. Wells Fargo private student loans are subject to credit qualification, completion of a loan application/consumer credit agreement, verification of application information and, if applicable, a self-certification form, the school's certification of loan amount, and the student's enrollment at a Wells Fargo-participating school.

2. Students are not required to make payments while in school; repayment begins 6 months after you graduate or leave school. The maximum in-school period is 7 years after the date of first disbursement. Interest accrues during any deferment periods, including the in-school period, and is capitalized to the loan upon entering repayment.

3. Interest Rate Discounts:

Discount eligible during application: You may qualify for a relationship interest rate discount if you or your cosigner (if applicable) has any of the following with Wells Fargo prior to your Final Loan Disbursement being issued:

- A benefit by Wells Fargo<sup>®</sup> relationship — 0.25% discount
- A qualifying Wells Fargo consumer checking account — 0.25% discount
- A prior federal or private student loan made by Wells Fargo — 0.25% discount [prior Washington federal student loans are not eligible].

Only one qualifying relationship discount will apply. You will receive the applicable discount for the life of the loan.

Discount eligible during repayment:

- Automatically withdrawn payment discount ("ACH") — You may qualify for a 0.25% interest rate discount during repayment if you set up automatically withdrawn payments (ACH), directly with Wells Fargo Education Financial Services (EFS), from a designated deposit account. This discount does not apply to bill pay or automatic transfers not set up directly with Wells Fargo EFS. If the automatic payment is canceled at any time after repayment begins, the discount will be lost until automatic payment is reinstated. The 0.25% interest rate reduction is effective the day after the first payment is made using automatic withdrawal during the repayment period. Discount reduces the amount of interest you pay over the life of the loan. The automatic payment discounts may not change your monthly payment amount depending on the type of loan you receive, but may reduce the number of payments or reduce the amount of your final payment. ACH payments and discount will discontinue upon entering deferment or forbearance periods.

Wells Fargo reserves the right to modify or discontinue interest rate discount program(s) for future loans or to discontinue loan programs at any time without notice.

4. The quoted Annual Percentage Rate (APR) "with discount" includes a customer interest rate discount of 0.25% for having a prior student loan with Wells Fargo or a qualified Wells Fargo consumer checking account. Variable interest rates are based on an index, plus a margin. The APR for a variable rate loan may increase during the life of the loan if the index increases. This may result in higher monthly payments. Rates are current as of 07/01/2018 and subject to change without notice. Wells Fargo reserves the right to change rates, terms, and fees at any time. Your actual APR will depend upon your credit transaction and credit history, and will be determined when a credit decision is made. For questions, please contact us at 1-800-378-5526.

5. A real Percentage Rate and payments are representative samples for educational purposes only, and may not reflect current or actual loan rate offers or available percentage rates. Your actual APR will depend upon your credit transaction and credit history, and will be determined when a credit decision is made.

Deposit products offered by Wells Fargo Bank, N.A. Member FDIC.

Ready to apply?

Apply Now

You can also call a Student Loan Consultant at 1-800-378-5526

Easy Online Application Process

Print Share

Planning for college?  
[2 steps to financial aid](#)

Already Applied?

- ➔ Check your application status
- ➔ Sign your loan documents
- ➔ Borrower complete an existing application
- ➔ Cosigner complete an existing application
- ➔ Complete a saved application

How do I...

- ➔ Check interest rates
- ➔ Calculate loan payments
- ➔ Learn about repayment
- ➔ Make a payment
- ➔ Get discounts

Did you know?

With a student loan, you may have free access to your [HCC<sup>®</sup> Credit Score and more](#) through [Wells Fargo Online<sup>®</sup>](#).

Still have questions?

Call Us

Was this content helpful?

Yes No



Sign On Customer Service ATMs/Locations Español Search

Personal Small Business Commercial

Financial Education About Wells Fargo

Banking Loans and Credit Insurance Investing and Retirement Wealth Management

Personal > Private Student Loans > Wells Fargo Graduate Student Loans > Private Graduate Student Loans

## Private Graduate Student Loans

Print Share



### Competitive interest rates

**Variable rates:** 5.88% APR<sup>2</sup> (with discount) to 12.22% APR<sup>2</sup> (without discount)  
**Fixed rates:** 6.36% APR<sup>2</sup> (with discount) to 12.78% APR<sup>2</sup> (without discount)

[View APR Examples](#)

### Wells Fargo student loan benefits

Covers up to 100% of tuition, books, housing, and other costs for graduate students in MBA, law, or other qualified graduate programs.<sup>1</sup>

#### Flexible payment options

You don't have to start repaying your loan until 6 months after you leave school. Or, you can choose to [make early payments](#) during school to reduce overall interest costs.

#### Interest rate discounts

You may be eligible for a discount if you have a [qualifying Wells Fargo relationship](#) or enroll in automatic payments when you start repaying your loan.

#### Zero fees

You don't have to worry about application, origination, late, or early repayment fees.

Already Applied?

- ➔ Check application status
- ➔ Sign loan documents
- ➔ Borrower complete an application
- ➔ Cosign an application

Estimate your payments

Use our calculator to see how much debt you might be able to manage based on your expected starting salary after graduation.

[Student Loan Calculator >](#)

How do I...

- ➔ Make a payment
- ➔ Find scholarships

Still have questions?

Call Us

Was this content helpful?

Yes No

### Ready to apply?

Apply Now

You can also call a Student Consultant at 1-800-378-5526

[Easy Online Application Process](#)

#### Cosigner Benefits

A cosigner may help you qualify for a student loan and potentially get a lower interest rate, but is not required to apply. [Find out more >](#)

+ Rates & Discounts

+ Eligibility

+ Borrowing Limits

+ What you need to apply

#### Create a budget

A simple budget can help you stretch your dollars.

[See how >](#)

#### Attend a webinar

Get more information on paying for college.

[Register Now >](#)

1. The quoted Annual Percentage Rate (APR) "with discount" includes a customer interest rate discount of 0.25% for having a prior student loan with Wells Fargo or a qualified Wells Fargo consumer checking account. Variable interest rates are based on an index, plus a margin. The APR for a variable rate loan may increase during the life of the loan if the index increases. This may result in higher monthly payments. Rates are current as of 10/31/2017 and subject to change without notice. Wells Fargo reserves the right to change rates, terms, and fees at any time. Your actual APR will depend upon your credit transaction and credit history, and will be determined when a credit decision is made. For questions, please contact us at 1-800-378-5526.

2. Wells Fargo private student loans are subject to credit qualification, completion of a loan application/consumer credit agreement, verification of application information, and if applicable self-certification form, school certification of loan amount, and student's enrollment at a Wells Fargo-participating school.

3. Students begin repayment 6 months after leaving school, or 5 to 7 years after the first disbursement date (depending on discipline), whichever comes first allopathic and osteopathic medical students have a grace period of 36 months designed for residency completion after graduation. Interest continues to accrue during any deferment periods and is capitalized to the account upon entering repayment.

4. Interest Rate Discounts:

Discount eligible during application: You may qualify for a relationship interest rate discount if you or your cosigner (if applicable) has any

Graduate Student Center product page circa 2019 (left) and the proposed new designs (right)

## **LAUNCH.**

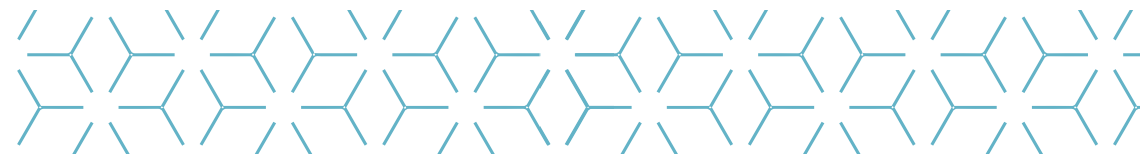
This project never made it to production. Wells Fargo has transitioned away from student loans.

## **(PROPOSED) EVALUATION.**

IF the project had made it into production, I would have liked to do Real Time Testing Optimization (a process within Wells Fargo that allows us to test a control with multiple variants in real time by splitting user traffic amongst the designs) test for the product pages with 1 control and 2 challengers to gain insight to the information we were presenting on the pages.

A test with UserTesting.com could have provided the team with insight on customer's first impressions of the pages

Page exit, number of applications submitted could also provide insight on the information presented.





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.

