



PAUL MARIANI

UX DESIGN MANAGER
SAN FRANCISCO, CALIFORNIA

 paulmariani.com

 hirepaulmariani

 (415) 236-2161

Certified leader and award-winning designer, skilled in assembling high-performing UX teams, addressing intricate product challenges, and crafting user-centered solutions that support business objectives. My expertise in visual and product design, combined with my empathetic management style, cultivates a culture that empowers designers to deliver their best work.

EDUCATION

Yale School of Management 2023
Business Perspectives for Creative Leaders

California State University, Fullerton 2017
UX & Customer-Centered Design

San Diego State University 2011
Bachelor of Fine Arts, Graphic Design

EXPERIENCE

VP, Experience Design Manager

May 2023–Present

Wells Fargo

- People leader to a team of Product and Content Designers on the Strategy Digital, and Innovation (SDI) team.
- Design lead for Consumer Credit Card space; including sales, activation, onboarding, engagement, loyalty and rewards.
- Advocate for my reports, developing goals, providing feedback, mentorship, and establish expectations and responsibilities for stakeholders.

Product Design Manager

Sep 2021–Jan 2023

Synack

- Design lead focused on elevating the Client Portal to consumer-grade UX/UI through engagement and enablement initiatives such as onboarding, education, and self-service.
- Partnered cross-functionally to define objectives and key results, sprint priorities and future roadmaps that aligned with business goals and customer needs.
- Led creation of a robust design system used across 3 platforms. Components focused on accessibility and UX best practices, solving issues with consistency and efficiency.

Senior Product Designer

Apr 2019–Sep 2021

Workday

- On Design X; innovation team focused on emerging tech and the future of Workday; including WayTo by Workday, their first consumer-facing product using blockchain.
- Scaled MVP to launched product on Android and iOS; from 0 to ~20k users in a limited availability pilot. Worked closely with PM and Dev leads to discover new use cases, develop iterations, and deliver a product for major customers and United States Government.
- Defined new user mental models; leading to core platform pivot and increased adoption.

Senior Product Designer

Aug 2018–Apr 2019

Asurion

- On Sales Portal; single point of contact for in-store AT&T sales representatives. Scaled from design sprint, to test market, to full-service platform used nationally; gaining the business of Verizon and Sprint and increasing annual revenue.
- Combined quantitative data and qualitative feedback from bi-weekly in-store visits; redesigned product from activities like card sorting, affinity diagramming, and user testing. Utilized HEART framework to increase usage by ~10x in 8 months.

Senior Designer

Feb 2017–Aug 2018

PrescribeWellness

- Established brand guidelines; maintained all internal and external assets, and designed consumer-facing creative material and UI for the consumer product.
- Using an agencies visuals (ueno.), redesigned website based on formative research; won 2 design awards, 2017 dotCOMM Platinum Award and 2017 eHealthcare Leadership Award.

Graphic Designer

Jul 2011–Feb 2017

Össur

- Designed first digital products. Product Showcase, interactive marketing to engage customers; SmartMeasure, custom knee brace measuring app; led to 90% adoption and \$1m in new sales.
- Worked collaboratively to optimize sales efficiency utilizing mobile technologies; such as cloud storage to allow on-the-go file sharing and cut down print costs ~\$70-100k annually.