PAUL MARIANI

EXPERIENCE DESIGN MANAGER
SAN FRANCISCO, CALIFORNIA

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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

Senior Experience Design Manager   May 2023–Present
Wells Fargo

- People leader to a growing team (15 total) of Design Managers, Product Designers, and Content Designers on the Strategy, Digital, and Innovation team.
- Advocate for my reports, developing their goals, providing design feedback, mentorship, establishing expectations and responsibilities, and showing by example (player/coach).
- Director level for Checking and Savings (previously Credit Card); owning sales, activation, onboarding, engagement, loyalty and rewards.

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.