



PAUL MARIANI

PRODUCT DESIGN LEADER
SAN FRANCISCO, CALIFORNIA

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.

Yale School of Management

Business Perspectives for Creative Leaders

California State University, Fullerton

UX & Customer-Centered Design

San Diego State University

Bachelor of Fine Arts, Graphic Design

Wells Fargo // Senior Experience Design Manager
// Experience Design Manager

May '24–Present
May '23–May '24

- People leader to Design Managers, Product Designers, and Content Designers (16 total) on the Strategy, Digital, and Innovation team. Director level for Checking and Savings (previously Credit Card); owning sales, activation, onboarding, engagement, loyalty and rewards.
- Empathetic and pragmatic advocate for my reports; motivating and developing their goals, providing ongoing feedback and mentorship, establishing expectations and responsibilities, and leading by example as a player/coach; values seen by behavior.
- Reduce support calls by 700k, saving \$3M in 6mo; increase time to complete application by 10% and reduce drop-off by 35%.
- Mobile app focused led to 4.7 → 4.9 app store rating and 28M → 32M users in 2 years.

Synack // Product Design Manager

Sep '21–Jan '23

- 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.
- Decreased support calls through centralized help center and tool tips; increased adoption through educational step-by-step onboarding; increased retention through dashboard redesign.

Workday // Senior Product Designer

Apr '19–Sep '21

- 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 ecosystem (desktop, Android, iOS); from 0 to ~20k users in a limited availability pilot. Worked closely XFN 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.

Asurion // Senior Product Designer

Aug '18–Apr '19

- 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 3 additional carriers (Verizon, T-Mobile, 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 and increase speed by 18% in 8 months.

PrescribeWellness // Senior Designer

Feb '17–Aug '18

- 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.

Össur // Graphic Designer

Aug '13–Feb '17

// Production Designer

Jul '11–Aug '13

- 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.

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