Frederick Pollnitz

Georgetown, Texas, US ✉ pollnitz@gmail.com 🔗 linkedin.com/in/fredpollnitz ☁ www.pollnitz.com

SUMMARY

Product Designer with 14 years of experience specializing in e-commerce, mobile applications, and product dashboards. Proficient in UI design, loyalty program development, and branding strategies. Skilled in utilizing tools such as Figma and Miro to create visually appealing and user-friendly interfaces. Passionate about leveraging design principles to enhance the user experience in the Fintech industry.

EXPERIENCE

Senior UX Architect
TransUnion   **May 2023 - January 2024, US, Texas, Georgetown**

· A senior UX architect is leading the creation of a complete design system for TransUnion. This included all conventional user interface elements for the delivery of several TransUnion web-based applications, as well as component-specific functions of those applications, such as audience profile builders and data dashboards.
· Responsibilities included the UX process definition, UX design leadership, advice to the development team, requirements gathering, coordination with client design leadership, and UI creation in Figma for delivery via Chromatic/Storybook.
· Improved cross-channel, multi-platform UX research by incorporating stakeholders' feedback in the design process for software development.
· Primary Software Tools: Figma, Jira, Slack, Chromatic, Storybook.

Senior UX Architect
Amazon   **February 2022 - April 2023, US, Texas, Austin**

· UX Design leadership for the onboarding, booking, and management of shipping from any factory in China to any Amazon fulfillment center in the US or Europe for Amazon Global Logistics.
· Formative user research, process and user flow creation, wireframing, and prototyping.
· Primary Software Tools: Figma; Quip; Miro; Keynote.

UX Product Design Manager
Walmart Global Tech   **October 2022 - February 2023, US, Arkansas, Bentonville**

· Led cross-functional collaboration between product management, design, and engineering teams to deliver innovative UX solutions that improved user satisfaction.
· Directed a UX team in the design of an award-winning mobile application using Figma, resulting in a 95% user satisfaction rate and a 30% increase in user engagement metrics by leveraging JIRA for project tracking and Miro for collaborative ideation sessions.
· Primary Software Tools: Figma; JIRA; Miro; Keynote

Senior Experience Consultant
Salesforce   **March 2022 - July 2022, US, Texas, Austin**

· Application design projects for Salesforce's clients Cisco and Ecolab, including field service management tools for mobile devices and a comprehensive reworking of the customer experience for contract renewals.
· Utilized user research and data to make design changes, resulting in a qualitative increase in user satisfaction.
· Presented designs and research to stakeholders, leading to the adoption of new operations business processes for cross-functional collaboration and improved user-centric experiences for multiple platforms.
· Primary Software Tools: Figma; Adobe Creative Suite CC; Invision

Lead User Experience Architect
Bank of America   **September 2021 - March 2022, US, Texas, Austin**

· Lead UX Designer covering the full UX lifecycle for financial center software development for all money movement at Bank of America.
· Primary Software Tools: Sketch; Figma; Miro; Adobe Creative Suite CC; Invision.

Design Principal
AT&T   **January 2022 - February 2022, US, Texas, Austin**

· Led a team of designers to investigate, document, and evaluate multiple user journeys across multiple digital channels to provide analysis and heuristics for the technical support experience for AT&T customers.
· Mentored colleagues on user-centered research and design principles.
· Primary Software Tools: Sketch; Figma; Miro; Keynote; Adobe Creative Suite CC; Invision

Senior User Experience Designer
Healthcare IT Leaders for Cerner   **May 2020 - August 2021**

- Focused on accessibility regulatory requirements analysis and evaluation of Cerner's foundational component library and design system. I wrote VPATs (Voluntary Product Accessibility Templates) for Federal Government Section 508 compliance with Cerner software products.
- Elevated UX standards and developed cross-channel design reviews for all software development, leading to a 30% reduction in design inconsistencies.
- Independently identified and presented UX gaps across multiple platforms, resulting in improved processes and efficiencies.
- Primary Software Tools: Sketch; Figma; Keynote; Adobe Creative Suite CC.

Senior UX/UI Producer
Aquent Partners for USAA   **December 2019 – April 2020, US, Texas, San Antonio**
- Served as the primary point of contact in the CDO (Central Design Office) Bank Storefront team for business partners and stakeholders to define the business and design requirements for complex credit card, checking account, and lending projects in a SAFe (Scaled Agile Framework for Enterprise) framework.
- Facilitated the alignment of stakeholders across projects, teams, and functions and guided approvals with cross-functional partners and stakeholders.
- Managed design research contributes to the creation of design solutions by applying advanced knowledge of human-centered design processes and methodologies.
- I oversaw design solutions through appropriate quality and compliance controls and checkpoints and contributed to the development or continuous improvement of design processes, procedures, and standards while updating guidelines to optimize organizational performance in the delivery of business value to members and employees.
- I served as a mentor to peer producers and oversaw the efforts of less experienced UX design team members.
- Primary Software Tools: Sketch; Figma; Mural; Rally.

UX Architect and Product Manager
Various Companies   **September 2019 – December 2019, US, Texas, Austin**
- Conducted user research and implemented design changes, resulting in a decrease in customer complaints.

Senior Software Product Manager
Seilevel   **February 2019 – September 2019, US, Texas, Austin**
- I led client engagements and managed a team of Seilevel consultants applying Seilevel's requirements methodology and processes.
- Managed project budget, timeline, and deliverables
- Performed data analysis, use case analysis, and business process mapping to identify and quantify inefficiencies which can be improved through automation
- Connected functional and technical requirements to business requirements.
- I wrote software requirements for Agile projects
- Created and validated visual models to derive comprehensive requirements
- Built relationships with stakeholders to facilitate clear communication

Senior User Experience Architect, and Product Designer
Dun & Bradstreet   **December 2018 – February 2019, US, Texas, Austin**
- Requirements gathering and definition, product design, user experience research, and design system management.
- Primary Software Tools: Sketch; Figma; Miro.

Lead User Experience Designer
Mutual Mobile   **September 2018 – October 2018, US, TX, Austin**
- Led a user experience design team creating concepts for a state-of-the-art fitness application for native iOS and Android. Researched end-user requirements, goals, and motivations. Delivered User Flows, Application Maps, Visual Comps, Wireframes, Component Libraries, and Style Guide.
- Primary Software Tools: Sketch; Adobe Creative Suite CC; Keynote; Mural.

Senior User Experience Architect
Dell   **June 2018 – August 2018, US, TX, Round Rock**
- User investigation, requirements gathering, concepts, and design iterations in an Agile project process for deployment on a Salesforce technology platform.
- Primary Software Tools: Sketch; Adobe Creative Suite CC; Invision; Salesforce Lightning System.

User Experience Architect
Lululemon Athletica   **January 2018 – June 2018, Seattle, WA**
- Comprehensive examination, testing, design, and improvement planning for the online purchasing process of this major apparel brand for desktop and mobile channels.
- Detailed analytics (Adobe Analytics) evaluation of the entire e-commerce process and subsequent business strategy recommendations.
- A detailed, 80+ point heuristic examination of the checkout process with immediate recommendations for increased performance.

- Formulation of A/B and Multivariant tests to identify checkout performance problems.
- Planning and execution of User Research studies.
- Interpretation of and design solutions based on outside e-commerce case studies.
- Mentoring junior designers and e-commerce team members.
- Primary Software Tools: Sketch; Adobe Creative Suite CC; Invision; Adobe Analytics; UserTesting.com.

User Experience Designer (Contractor)
Safeco Insurance   **July 2016 – November 2017, US, WA, Seattle**
- Designed solutions for new tools, site features, micro-sites, and graphics based on existing design standards.
- Created the CSS and basic JavaScript to support the UX/UI design.
- Work with developers to fine-tune the CSS to match both the existing visual and interaction standards.
- Translate user requirements and complex business problems into highly usable designs in partnership with both internal and external stakeholders.
- Design of enterprise application UI/UX using a well-developed set of visual standards.
- Working collaboratively and independently, taking the UI/UX standards guide and extending it to cover mobile interfaces.
- Collaborated with business, IT, and Usability to ensure that the designs fit the technical specifications, conform to brand standards, meet business goals, and deliver a best-in-class user experience.
- Worked closely with developers and analysts to communicate design specifications, develop requirements, and provide design feedback.
- Planned, tested, and implemented best practices for W3C WCAG and ADA Section 508 accessibility standards, advocating for other related concerns, particularly cognitive, as well as the new Twenty-First Century Communications and Video Accessibility Act standards.
- Primary Software Tools: Sketch 3; Adobe Creative Suite CC; Keynote; Axure RP7/8; Invision; HEAP.

User Experience Designer (Contractor)
Alaska Airlines   **February 2015 – July 2016, US, WA, Seatac**
- I led the creation of interaction designs, information architecture, accessibility, usability, and competitive research in developing user experience specifications across all digital platforms including websites, administrative dashboards, call centers, loyalty marketing, mobile website/apps/tablet, self-service and SEO.
- I established interaction design and user experience strategies by employing a deep understanding of desktop and mobile user-centered design fundamentals and methodology while contributing innovative ideas.
- In addition, I built a design culture at Alaska Airlines, as part of building a cohesive and connected team across all digital channels, to integrate all designers into a collaborative culture.
- Implemented best practices for W3C WCAG 2.0 and ADA Section 508 accessibility standards as mandated for the Airline industry by the Department of Transportation. Alaska was the only airline to meet WCAG 2.0 standards on time.
- Created user specifications including workflows/process diagrams, wireframes, and high-fidelity visual design comps that effectively conceptualize and communicate detailed interaction behaviors for all digital platforms.
- Planned information architecture by studying concepts, strategies, and target audiences; envisioning architectural schemes, information structure, features, and functionality.
- Utilized Agile methodology, Wikis, Mantis, Confluence/Jira, Kanban, and lean design documentation.
- Primary Software Tools: Sketch 3; Adobe Creative Suite CC; Axure RP 7; Invision; Google Analytics; UserTesting.com.

User Experience Architect (Contract)
T-Mobile   **August 2014 – December 2014**
- Transformative project for T-Mobile (US) with strategic implications for its business processes.
- I was responsible for leading cross-channel design efforts, leading a small team of UX designers that collaborated with product owners, product managers, and senior executives to create compelling user interfaces that will be viewed by millions of people worldwide on desktop and mobile devices.
- Gathering requirements from subject matter experts (SMEs), business stakeholders, and usability studies
- Performing a gap analysis between existing experience and desired experience
- Creating wireframes in an Agile process for Responsive Design (Bootstrap 3.0)
- Aligning UX across varied user roles and requirements to provide a consistent experience for T-Mobile customers
- Primary Software Tools: Adobe Creative Suite CC; Axure RP 7, Sketch

Executive Director in the Technology Division
Goldman Sachs   **March 2013 – July 2014, UK, London**
- User Experience Architecture and Design, Securities Division Core.
- As part of a global UX team, I was responsible for driving the interaction design and look and feel of web, desktop, and mobile applications for a variety of front-office businesses,including sales and trading.
- I worked with business stakeholders, clients, and development teams to define, conceptualize, design, and validate the user experience of internal and external users. I actively defined and communicated a vision to improve the user experience of Goldman Sachs applications.

- I drove the creation of UI standards to provide consistency of experience across business units. I did this through my talents as an innovative, creative, and analytical problem solver.
- I worked with development teams in an agile environment. This required superior interpersonal skills, excellent communication and organization skills, and the ability to work on multiple projects simultaneously in a fast-paced, collaborative environment.
- UX design for data-intensive and transaction-oriented applications, including data visualization dashboards, pricing, and trading platforms.
- Application of strong user-centered design processes and methodologies, including facilitating Design Sprint and other design process workshops.
- Advocacy and implementation of W3C WCAG 2.0 Accessibility Standards, as well as best practice application of US and UK Government accessibility guidelines.
- Domain expertise in the financial sector.
- Strong information design.
- Designing interactive applications that must achieve great user adoption, deployed to responsive web, tablet, and mobile.
- Practical understanding of the technologies used to build rich web, desktop, and mobile apps.
- Product definition, management, and project management as needed.
- Data visualization, visual design, interaction design, and concept animations.
- Primary Software Tools: Adobe Creative Suite CC; Axure RP; Sketch.

Associate Consultant
Rule Financial   **November 2012 – January 2013, UK, London**
- Team lead contractor role for Enterprise trading application systems design for Royal Bank of Scotland.
- Complete user experience lifecycle for multiple channels.
- Primary Software Tools: Adobe Creative Suite CC; Axure 6/7.

Contractor
Potent Design Ltd   **October 2011 – November 2012, UK, London**
- User Experience Architect
- Freelance User Experience Architect leading complete user experience lifecycle for multiple channels in various business sectors. Projects included Metro UI interfaces, tablet and mobile interface design, custom application development, and cloud computing delivery. Lead teams or projects in all instances.
- Clients included: RIM/BlackBerry, Audi, Compare-the-Market, Solidsoft Ltd, HM Cabinet Office, Global Radio, G4S, Gloucestershire Police Authority, Barclays, Barclaycard, RBS, BT, Dod's Parliamentary Communications Limited.
- Primary Software Tools: Adobe Creative Suite CC; Axure 6/7.

Senior User Experience Architect
Lab49   **August 2009 – October 2011, London, UK**
- Consulting User Experience Architect for leading international banks, hedge funds, and exchanges.
- Led the User Experience component of software development projects across several asset classes, planning and executing the complete UX lifecycle of requirements gathering, user research, concept exploration, critique and user confirmation, creation of deliverables, and participation in final testing. Projects are typically Agile, with an emphasis on very lean processes involving more sketching than digital wireframing, as appropriate.
- Clients included HSBC (one year), RBS Sempra, JPMorgan Chase, BNP Paribas, and others.
- Lead mentoring of junior staff members as well as internal workshops on various UX/iD methods and techniques.
- Full understanding of various current-generation technology stacks, including Silverlight, Flex, Ajax, and HTML5.
- Responsible for telephone interviews and hiring recommendations for all UX department candidates.
- Primary Software Tools: Adobe Creative Suite CC; Axure RP 7.

EDUCATION

Advertising Design
University of Maryland · 1986
- University of Maryland
- 01/1982 – 12/1986

SKILLS

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Adobe Creative Suite, Adobe Illustrator, Adobe Indesign, Adobe Photoshop, Agile Methodologies, Axure RP,

Cascading Style Sheets (CSS), CMS, Cross-functional Team Leadership, Design Thinking, Digital Strategy, Ecommerce,

Figma (Software), FinTech, Functional Specifications, Graphic Design, Heuristic Evaluation,

HTML, Illustration, Information Architecture, Interaction Design, Journey Mapping, Leadership, Management,

Microsoft Office, Mobile Design, Paper Prototyping, Persona, Personas, Project Management, Prototyping, Remote User testing, Responsive Web Design, Sketch App, Sketching, Strategy, Usability, Usability Testing, User Centered Design, User Experience, User Experience Design (UED), User Experience Direction, User Experience Management, User Experience Strategy, User Flows, User Interface Design, User Journeys, User Research, User testing, Wireframes