FRED POLLNITZ

 User Experience Design | User Research | Product Management

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**PROFILE**

I am a user experience designer, researcher, and product manager with more than 25 years of experience, leading and mentoring design teams and departments, and consulting for leading organizations by conceiving critical strategies to innovate better products, satisfy users, all while achieving business success.

**Financial Services** - projects involved optimizing design operations to ensure high-quality work delivery, process improvement in a SAFe framework to reduce feedback and approvals time, requirements definition and validation for a new revolving credit platform for a major computer manufacturer, design leadership that resulted in an increase in purchase funnel intake, empirical design analysis that identified a revenue shortfall in the mobile channel for an online retailer, and comprehensive workflow optimization for multiple asset class trading platforms. I also served as a Lead UX Designer for multiple enterprise applications for Bank of America, a Senior UX/UI Producer for USAA, a Senior Software Product Manager for Dell Financial Services, and a Senior User Experience Architect for Dun and Bradstreet, Executive Director - User Experience Design for Goldman Sachs, Senior User Experience Architect for Lab49, Barclays, Barclaycard, RBS, and other clients. My primary software tools include Figma, Sketch, Adobe Creative Suite CC, Axure RP, and Invision.

**Design Operations** - extensive responsibility ensuring that the design teams can work efficiently and effectively. This includes managing the design process from conception to completion, facilitating communication and collaboration between team members, and optimizing workflows to ensure the team is delivering high-quality work on time and within budget.

I work closely with design leads, project managers, and other stakeholders to establish and maintain design standards, guidelines, and best practices that ensure consistency and quality across all projects, ensuring that the team has the necessary tools and support to do their best work.

**Process Improvement** - I optimized legal and regulatory compliance constrained UX Design processes, typically in an Agile framework through cross team alignment, to reduce feedback and approvals from days or weeks to single several hour collaborative workshops. Each project has a dedicated examination of the best fit for HCI and User Centered Design principles, UX design Framework, methodologies and process workflows.

**Requirements Definition** - After performing data analysis, use case analysis, and business process mapping, I created and validated visual models to derive comprehensive functional and technical requirements to achieve the business objective of creating a new revolving credit platform for a major computer manufacturer, inside a span of 6 months.

**Design Leadership** - Implementing close collaboration with a user research team, I aggregated understandings across parallel projects to inform new user experience concepts that tested an increase in purchase funnel intake 9 to 15%.

**Analysis and Empirical Design** - I identified an online retail revenue shortfall in the mobile channel of $216 million, which accounted for 26% of total online revenue despite a 42% more visitors in that channel. I carried out heuristic analysis and a comprehensive A-B test regimen for the online purchase process, resulting in online revenues up 45% for the year.

**EXPERIENCE**

**Projekt 253 for Doran Jones, Inc. for TransUnion (Contract), Remote**

Senior UX Architect

May, 2023 to January, 2024

Senior UX Architect 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 components specific for the function of those applications. Responsibilities included the UX Process definition, UX design leadership, advisement to the development team, requirements gathering, coordination with client design leadership, and UI creation in Figma for delivery via Chromatic/Storybook.

Primary Software Tools:
Figma; Jira; Slack; Chromatic, Storybook

**24Seven for Amazon Global Logistics (Contract), Remote; Austin, TX**

Senior UX Architect

February, 2022 to April, 2023

UX Design leadership for the onboarding, booking and management of shipping from any factory in China to any Amazon fulfilment center in the US or Europe for Amazon Global Logistics. Includes formative user research, process and user flow creation, wireframing and prototyping.

Primary Software Tools:
Figma; Quip

**Apex Systems for Walmart (Contract), Remote**

UX Product Design Manager

October, 2022 to February, 2023

UX Product Design Manager for leading new digital product features for Walmart’s internal business tools.

Primary Software Tools:
Figma; JIRA

**Pierry/Wunderman Thompson for Salesforce (Contract), Remote**

Senior Experience Consultant

March, 2022 to July, 2022

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.

Primary Software Tools:
Figma; Adobe Creative Suite CC; Invision

**Wongdoody for AT&T (Contract), Remote**

Design Principal

January, 2022 to February, 2022

Lead 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.

Primary Software Tools:
Sketch; Figma; Adobe Creative Suite CC; Invision

**Ettain Group for Bank of America (Contract), Remote**

Lead UX Designer

September, 2021 to March, 2022

Lead UX Designer covering full UX lifecycle for financial center applications for all money movement at Bank of America.

Primary Software Tools:
Sketch; Figma; Adobe Creative Suite CC; Invision

**Healthcare IT Leaders for Cerner (Contract), Remote**

Senior UX Designer

May, 2020 to August, 2021

Focused on Accessibility regulatory requirements analysis and evaluation of Cerner’s foundational component library and design system. Wrote VPATs (Voluntary Product Accessibility Template) for Federal Government Section 508 compliance of Cerner software products. Reviewed all new UI components for various UX facets (usability, accessibility, etc.)

Primary Software Tools:
Sketch; Figma; Adobe Creative Suite CC

**Aquent Partners for USAA (Contract), San Antonio, TX**

Senior UX/UI Producer

December, 2019 to April, 2020

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 and contributes to the creation of design solutions by applying advanced knowledge in human-centered design processes and methodologies.
* Oversaw design solutions through appropriate quality and compliance controls and checkpoints and contributes to the development or continuous improvement of design processes, procedures, standards, while updating guidelines to optimize organizational performance in the delivery of business value to members and employees.
* Served as a mentor to peer Producers and oversaw the efforts of less experienced UX Design team members.

Primary Software Tools:
Sketch; Figma; Rally

**UX Architect and Product Manager, Austin, TX**

Various Companies · Freelance

September, 2019 to December, 2019

Primary Software Tools:
Sketch; Figma; Adobe Creative Suite CC; Invision; Adobe Analytics; UserTesting.com.

**Seilevel for Dell Financial Services, Austin, TX**

Senior Software Product Manager

February, 2019 to September, 2019

I lead client engagements and managed a team of Seilevel consultants applying Seilevel’s requirements methodology and processes. Apply Seilevel’s requirements methodology.
· 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
· Wrote software requirements for Agile projects
· Created and validated visual models to derive comprehensive requirements
· Built relationships with stakeholders to facilitate clear communication

**Kelly Services for Dun and Bradstreet (Contract), Austin, TX**

Senior User Experience Architect

December, 2018 to February, 2019

Requirements gathering and definition, product design, user experience research and design system management.

Primary Software Tools:
Sketch; Figma

**Precision Global Consulting Group for MutualMobile (Contract), Austin, TX**

Lead User Experience Architect

September, 2018 to October, 2018

• Lead 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 Comp, Wireframes, Component Libraries, and Style Guide

Primary Software Tools:
Sketch; Adobe Creative Suite CC;

**IDC Technologies, Inc for Dell Financial Services (Contract), Round Rock, TX**

Senior User Experience Designer

June, 2018 to August, 2018

User investigation, requirements gathering, concepts, design iterations in an Agile project process for deployment in a Salesforce technology platform.

Primary Software Tools:
Sketch; Adobe Creative Suite CC; Invision; Salesforce Lightning System

**AIM Consulting for Lululemon Athletica (Contract), Seattle, WA**

User Experience Designer

January, 2018 to June, 2018

* 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 entire ecommerce process, and subsequent business strategy recommendations
* Detailed, 80+ point heuristic examination of 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 ecommerce case studies
* Mentoring of junior designers and ecommerce team members

Primary Software Tools:
Sketch; Adobe Creative Suite CC; Invision; Adobe Analytics; UserTesting.com.

**Proliance for Liberty Mutual – Safeco (Contract), Seattle, WA**

Senior User Experience Designer

June, 2016 to January, 2018

Plan, test and implement 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.
Design solutions for new tools, site features, micro-sites, and graphics based on existing design standards
Create the CSS and basic Java Script to support the UX/UI designed
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 preferably in the financial services sector 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
Collaborate with the Business, IT, and Usability to ensure that the designs fit the technical specifications, conform to brand standards, meets business goals, and deliver a best in class user experience
Work closely with developers and analysts to communicate design specifications, develop requirements and provide design feedback

Primary Software Tools:
Sketch 3; Adobe Creative Suite CC; Axure RP7/8; Invision; HEAP Analytics; Validately; Sitecore CMS.

**Harvey Nash for Alaska Airlines (Contract), Seatac, WA**

Senior User Experience Designer

January, 2015 to June, 2016

I lead the creation of interaction designs, information architecture, accessibility, usability, and competitive research in developing user experience specifications across all digital platforms including website, call centers, loyalty marketing, mobile website/apps/tablet, self-service and SEO. I establish 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, with the goal of integrating all designers into a collaborative culture.

Principal Duties & Responsibilities:
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 work flows/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 scheme, information structure, features and functionality
Utilize Agile methodology, Wikis, Mantis, Confluence/Jira, Kanban, lean design documentation
I always seek out learning opportunities to further develop skills and expand interaction design knowledge and expertise.

Primary Software Tools:
Sketch 3; Adobe Creative Suite CC; Axure RP 7; Invision; Google Analytics; UserTesting.com.

**Pop Agency for T-Mobile (Contract), Seattle, WA**

Senior User Experience Designer

August, 2014 to December, 2014

Transformative project for T-Mobile (US) with strategic implications for its business processes. A highly visible role, I was responsible for leading cross-channel design efforts, leading a small team of UX designer that collaborate 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.

Responsibilities included:
Gathering requirements from subject matter experts (SME’s), business stakeholders and usability studies
Performing Gap Analysis between existing experience and desired experience
Creating wireframes in an Agile process
Responsive Design (Bootstrap 3.0)
Aligning UX across varied user roles and requirements with the goal of providing a consistent experience for T-Mobile customers

Primary Software Tools:
Adobe Creative Suite CC; Axure RP 7.

**Goldman Sachs, London, UK**

Executive Director, User Experience Design

March, 2013 to July, 2014

As part of a global UX team, I was responsible for driving the interaction design and look & feel of web, desktop & 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 by 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. Some working highlights included:

* UX design for data intensive and transaction-oriented applications.
* 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.

**Contractor, London, UK**

User Experience Architect
October, 2011 to March, 2013

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. Platforms included desktop, tablet and mobile, as well as kiosk for point of sale, industrial information and process management, and research into new technologies. 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.

**Lab49, London, UK**

Senior User Experience Architect

August 2009 to October 2011

Consulting User Experience Architect for leading international banks, hedge funds and exchanges. Lead 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.
* Multi-channel Responsible for telephone interviews and hiring recommendations for all UX department candidates.

SKILLS & ABILITIES

Twenty years experience in Product Management, Information Architecture, Usability, Accessibility and User Experience Design.

**Strategic Direction:** Manage project budget, timeline, and deliverables; perform data analysis, use case analysis, and business process mapping Enterprise Architecture, User Research, and Project Analysis.

**Deliverables:** Key Performance Indicator Models, Site Structures and Ecosystem Maps, User Journeys, Personas, Process and System flows, Functional Specifications, Taxonomies, Storyboards, Wireframes, Mock-ups and Interactive Prototypes, User Interface designs and interaction animations, User Interface Flows, Decision Tables, Use Cases, Roles and Permissions Matrices, Data Flow Diagrams, State Tables and other models as needed.

**Research and Testing:** Quantitative analysis of traffic and use data; Heuristic analysis; Contextual and Use Case interviews; Ethnographic studies; Task analysis; Remote and Unmoderated testing. Design and analysis of Iterative UCD testing for Accessibility, Standards Compliance, Usability; A/B and Multivariate Testing; User Testing Scripts, Project objective traffic behavior, User satisfaction, Quality Assurance, and site KPI metrics.

**Project Management:** Client facing Pitch and Presentations, Budget estimation, Scheduling, and Resource allocation and coordination. Work with project and product managers, and software engineers for feature delivery.

**Management:** Extensive experience in management at all levels: company, department and teams. Includes achieving organization objectives; budget control; resource search, interview and hiring; mentoring, training and skills workshops.

**SOFTWARE**

Up-to-date mastery of most all major Project Management, UX, Graphics, Illustration and Publishing applications, including:

* Broadcom Rally (CA Agile Central), Asana, JIRA, Confluence, Trello, Monday.
* Figma, Sketch, Craft, Zeplin, Principle; Adobe Creative Suite: XD, Photoshop, Illustrator, InDesign.
* Microsoft Office, including Project, Excel, Word, Powerpoint, Visio, and Outlook; JIRA, Team Foundation Server.
* Axure RP, Omnigraffle Pro, Invision, MindNode, Mural, Marvel, Just in Mind
* Google Analytics, HEAP Analytics, Omniture/Adobe Analytics, Validately, User Zoom, UserTesting.com, Morae, and Camtasia.
* Fully conversant with HTML and CSS, and have a functional knowledge of the use of JavaScript, AJAX, PHP, and frameworks such as Angular, Vue and React.

**EDUCATION**

**University of Maryland, College Park, MD, USA**

Major in Advertising Design

**References, complete Employment History, and Portfolio are available upon request.**