Robyn Boler

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SENIOR PRODUCT DESIGNER

HUMAN-CENTERED DESIGN • CONSUMER PRODUCT EXPERIENCES • DIGITAL INNOVATION

Senior Product Designer with 12+ years of experience creating human-centered digital experiences across consumer, financial services, healthcare, and enterprise environments. Passionate about solving meaningful user problems and translating complex needs into intuitive, engaging product experiences. Experienced leading end-to-end design from discovery and research through interaction design, prototyping, usability validation, and delivery. Brings a strong foundation in product thinking, systems thinking, and cross-functional collaboration, with a track record of improving digital experiences, modernizing platforms, and delivering measurable outcomes.

PROFESSIONAL EXPERIENCE

May 2026 - Present

Senior UX/UI Designer, AI • Wells Fargo

Dexian UX Consultant

- **AI Product Experience:** Audited an emerging internal AI tool, assessing usability and interaction patterns and recommending interface, navigation, and onboarding improvements to support user understanding and adoption.
- **Enterprise Product Design:** Design and enhance internal data management and governance applications, simplifying complex workflows for technical and business users.
- **Platform Modernization:** Co-design key experiences for EDAT, a custom-built platform replacing Informatica Data Director, including data search, task management, and maker-checker workflows.
- **Workflow Optimization:** Redesigned the EDQDM inline review experience to separate governance reviews from defect management activities, allowing users to continue working while reviews are in progress.
- **Experience Strategy & Delivery:** Evaluate existing applications, identify opportunities to improve usability and workflows, and partner with product owners and developers to translate requirements into effective design solutions.

Jul 2025 - Mar 2026

Application Programmer V (UX/UI Design) • Bank of America

Dexian UX Consultant

- **Enterprise Product Design:** Owned end-to-end UX design for DataX, an internal testing platform used by 3,000+ employees, modernizing an application that had gone more than 10 years without a significant redesign.
- **Complex Interaction & Workflow Design:** Designed Orchestrator and Profile Builder experiences, simplifying how users configure, manage, and monitor complex testing workflows.
- **Cross-Functional Design Delivery: P**artnered with product owners and developers to translate ambiguous requirements into design solutions, using collaborative design sessions, detailed Figma specifications, and developer-ready assets to support implementation.

Sept 2022 - Apr 2025

Senior Experience Consultant (UX/UI Design) • Salesforce

- **Enterprise UX Consulting:** Led UX design across enterprise client engagements in healthcare and financial services, translating business needs and user challenges into intuitive digital experiences.
- **Healthcare Experience Design:** Designed Service Cloud experiences for Aetna/CVS insurance agents, supporting complex service workflows and helping agents access the information needed to assist members.
- **Design System Development:** Led end-to-end research and design of an enterprise Email Design System, establishing reusable components and templates that improved consistency and efficiency across digital communications while reducing production time by 40%.

PROFESSIONAL EXPERIENCE, CONT

- **AI-Assisted Experience Design:** Explored Salesforce Einstein capabilities, including next-best-action recommendations, to understand how contextual customer data and intelligent insights could support agent decision-making and service workflows.
- **End-to-End Product Design:** Led design from discovery through prototyping and validation, including Customer 360 dashboards that helped stakeholders explore complex customer data.

Aug 2021 - Sept 2022 **Senior Specialist (UX Design) • Ally Financial**

- **Digital Experience Design:** Designed consumer- and provider-facing experiences across Ally's lending products, translating business and audience needs into clear, accessible digital experiences.
- **Content Discovery & Information Architecture:** Designed the Ally Lending Knowledge Hub from the ground up, defining page layouts, visual assets, imagery, and content structure to support content discovery and readability.
- **Responsive Design & Implementation:** Owned UX design and hands-on page development, building responsive web experiences in Adobe Experience Manager (AEM) while collaborating with a multidisciplinary team.
- **Content & UX Collaboration:** Partnered with content strategists and authors to establish content guidelines that supported readability and consistent page layouts.

Jan 2016 - Aug 2021 **User Experience Designer II • Wells Fargo**

- **Consumer Product Design:** Led B2C UX initiatives across the Home Lending experience, designing customer journeys from strategy through execution across the mortgage lifecycle.
- **Experience Optimization:** Used A/B testing, analytics, and user insights to identify friction and improve customer journeys; redesigned the Home Lending lead form, achieving 87% customer satisfaction.
- **Cross-Functional Collaboration:** Partnered with content strategy, development, DesignOps, and bank leadership to deliver cohesive, data-informed digital experiences.

CORE SKILLS

Product Design: End-to-End Product Design, Consumer Experience Design, Interaction Design, Product Thinking, Experience Strategy, Information Architecture, User Flows

Research + Validation: User Research, Contextual Observation, Journey Mapping, Usability Testing, A/B Testing, Experience Optimization

Design Craft: Wireframing, Prototyping, Visual Design, Responsive Design, Design Systems, Accessibility

Collaboration: Cross-Functional Collaboration, Stakeholder Engagement, Design Facilitation, Product & Engineering Partnership, Developer Handoff, Agile/Kanban

Tools: Figma, Figma Make, Cursor, Sketch, Adobe Creative Suite, Salesforce, AEM, Google Analytics, Jira, Confluence

EDUCATION

M.S. Human Computer Interaction Design
Indiana University Bloomington

B.S. Mathematics, Minor: Computer Science
Elizabeth City State University