

ROBYN BOLER

Senior User Experience Designer

User-Centered Design • Digital Experience Optimization

704-458-0245 • robyn.boler25@gmail.com • linkedin.com/in/robyn-boler • www.robynrochelle.com
Password: Scr0llgo@l\$

Senior UX Designer with a passion for blending creativity and strategy to craft user-centered solutions that drive business growth. Experienced in modernizing digital experiences through comprehensive design systems, intuitive CRM platforms, and design strategy—enhancing engagement and efficiency. Adept at translating complex requirements into seamless, high-impact designs while collaborating across cross-functional teams to align business and user needs. Looking to contribute innovative design thinking and scalable solutions in a dynamic, growth-oriented environment.

EDUCATION

M.S. Human Computer Interaction Design
Indiana University Bloomington

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

Certifications

Salesforce UX Designer Certified • Salesforce Strategy Designer Certified • Salesforce AI Certified

HIGHLIGHTED ACHIEVEMENTS

- Developed a comprehensive Email Design System (EDS) for Newrez, delivering modular content blocks and a detailed style guide to enhance scalability and ensure future consistency.
- Led UX design for Wells Fargo's *yourLoanTracker*, a self-service mortgage tool that enables borrowers to track loan progress and upload documentation; improved transparency and user experience across desktop and mobile.
- Created strategic playbooks for Lowes, outlining experience strategies, communication channels, and execution plans to maximize ROI using Salesforce technology.
- Developed the Ally Lending's Resource Hub, a B2B content hub for the Home Improvement and Healthcare industries. Led UX design, content authoring, and AEM implementation, working with content strategists and creative teams to deliver a four-page experience supporting provider prospects.
- Led the design and production of a team cookbook, managing recipe collection, layout, and distribution, successfully raising over \$2,500 for the Charlotte local food bank.

WORK EXPERIENCE

Application Programmer V (UX/UI Designer)

July 2025 - Present

Dexian assignment with Bank of America

Design and modernize internal platforms for Bank of America's Enterprise Data Protection and Privacy Technology team, focusing on user-centered, role-based interfaces that improve navigation, efficiency, and brand alignment. Collaborate with product owners and offshore development teams to deliver developer-ready designs for enterprise data applications.

- Driving sprint-based modernization of DataX, a legacy internal platform used by 3,000+ users, enhancing usability, navigation, and visual alignment with Bank of America's brand and design standards.

WORK EXPERIENCE, CONT.

- Leading mega menu/navigation updates for the Automation product, introducing icons, color coding, and plain-language labels to replace developer jargon that created confusion for non-technical users
- Producing HTML wireframes and prototypes to support Angular integration, database queries, and API calls
- Applying Bootstrap and responsive design principles to ensure consistency, scalability, and accessibility compliance
- Partnering with product owners, compliance teams, and offshore developers in India to deliver agile UI/UX updates aligned with business goals
- Supporting EDPP's mission to protect sensitive customer and operational data through more intuitive, efficient, and secure internal tools

Senior Experience Consultant

September 2022 - April 2025

Salesforce

Partner with clients in Health/Life Sciences and Financial Services, including Lowe's, Newrez, Discount Tire, Aetna/CVS, TIAA, and Wells Fargo, to tailor Salesforce products to meet business needs. Utilized Salesforce tools like Einstein, Marketing Cloud, and Experience Cloud, with a focus on the Salesforce Lightning Design System, to create intuitive and scalable digital experiences.

- Manage full life cycle design by conducting research, facilitating workshops, delivering personas and journey maps, and ensuring pixel-perfect implementation with developers.
- Utilized Figma to develop scalable design systems and component libraries, maintaining consistency across platforms and enhancing the product development process.
- Designed and prototyped complex Customer360 dashboards in Figma for healthcare and financial services clients, balancing business requirements with user needs.
- Ensured solutions met accessibility and usability standards, aligning with Salesforce guidelines and industry best practices.
- Fostered strong client relationships, adapting to evolving business needs to drive innovation and business success.
- Led the creation of a scalable, modular Email Design System for Newrez, driving UX research, system structure, and visual design to streamline workflows and ensure brand consistency across teams.
- Collaborated on Aetna's Salesforce implementation, focusing on the Customer360 page. Explored both out-of-the-box and customized styling treatments to meet their specific design needs while aligning with their business objectives.

Senior Specialist - UX Design

Aug 2021 - Sept 2022

Ally Financial

Spearheaded the design and implementation of updates and new features across both B2B (provider financing for auto and healthcare) and B2C (personal loans and home lending) platforms. Managed the end-to-end design process, from strategy through execution, collaborating with cross-functional teams to deliver optimized digital experiences for both business and consumer stakeholders.

- Utilized AEM for content authoring, page creation, and management, ensuring smooth implementation of new designs and content updates.
- Worked in an Agile environment, using Jira, Confluence, and Kanban to manage and track projects, prioritize UX work, and collaborate with cross-functional teams
- Conducted sizing for UX initiatives, assessing lift and impact to ensure resources were allocated effectively and deadlines were met.
- Adopted a mobile-first design approach, ensuring designs were optimized for mobile devices and responsive across multiple screen sizes to avoid breakage in mobile view.

WORK EXPERIENCE, CONT.

- Spearheaded design and content authoring for B2B and B2C platforms, including Marketo Lead Forms redesign, ensuring alignment with evolving brand standards and business goals.
- Used Figma to run design critiques, create interactive prototypes, and align cross-functional teams on design direction.
- Led the conceptualization and creation of the Ally Lending Knowledge Hub, a net-new project centralizing B2B articles for the Home Improvement and Healthcare sectors, ensuring a seamless user experience and alignment with business objectives.

User Experience Designer II

Jan 2016 - Aug 2021

Wells Fargo

Led B2C initiatives for the Home Lending team, owning digital projects from strategy through execution. Focused on improving user journeys and driving conversions by aligning design decisions with brand evolution, customer needs, and performance insights.

- Provided design consulting for Home Lending, ensuring alignment between UX strategy and enterprise-wide digital transformation efforts.
- Delivered design recommendations to stakeholders and bank leaders, clearly articulating rationale and expected outcomes.
- Conducted A/B testing and user research, leveraging Google Analytics and feedback to continuously improve the customer experience. Partnered with content writers, developers, and design ops to ensure cohesive implementation and delivery.
- Redesigned the Home Lending lead form to align with brand updates; the new version earned an 87% CSAT score, with users describing it as clean, simple, and easy to navigate.
- Led imagery strategy for Home Lending, establishing rotation guidelines to maintain a fresh visual experience. Created photoshoot scenarios to acquire original imagery, reducing reliance on third-party stock and increasing relevance to the audience.

EARLIER CAREER EXPERIENCE

Interaction Designer

Wells Fargo, consultant

Design Research Assistant

Pervasive Health Information Technologies Lab

CORE SKILLS

Design + Research

Wireframing & Prototyping
User Research
Usability Testing
Journey Mapping
Persona Development
Accessibility & Inclusive Design
A/B Testing & Optimization
End-to-End Product Design (Web, Mobile, SaaS)
Role-Based Interface Design
IA & Navigation Design

Collaboration + Strategy

UX/UI Design Strategy
Design Systems & Component Libraries
Stakeholder Engagement & Communication
Cross-Functional Team
Agile & Kanban Project Management
DesignOps & Design System Governance
User Acceptance Testing
Remote & Offshore Team Coordination
Sprint-Based Design Process

Tools + Platform

Figma
Adobe Creative Suite
Jira
Confluence
Adobe Experience Manager
Salesforce Products (Sales, Service, Health, Experience Cloud)
Google Analytics
Angular Integration / Developer Handoff