Joe Rapoza

jrapoza@gmail.com

Principal Product Designer

510-918-0744

SUMMARY

- Senior leader of diverse and multi-disciplinary UX teams with over 20 years of experience

- Solid understanding and execution of UX design methodologies, product management, and best practices across e-commerce, service design, consumer and small business banking for web, mobile, and API integrations

- Skilled in a variety of modern apps, frameworks, and design and prototyping software, including Agile methodologies, Lean UX, responsive design, native app design (Xcode/SwiftUI), content-first design, purpose-led design, inclusive design, Adobe Creative Suite, Figma, Sketch, Office Suite, and others

EXPERIENCE

Charles Schwab (December 2021 to January 2024 – San Francisco, CA)

Senior UX Design Manager

- Managed and coached a team of 15 UX content strategists and writers within the digital experience design team working on mobile and web-based interfaces and content management systems for over 34M active brokerage clients

- Partnered with the internal UI design system team as we migrated components from Sketch to Figma and helped audit, edit, and write technical documentation and guidelines for end users

- Worked with my design manager peers and directors to strengthen and refine new hire onboarding and Sharepoint Site integrations for findability, consistency, and ease-of-use

- Helped identify gaps in collaboration between product designers and content strategists and created executable plans to increase awareness of design process and facilitation across the org

- Created an internal educational program to help designers understand and use Sketch/InVision and Figma design tools, which helped increase communication and foster better collaboration amongst UX, product, and development

- Researched and contributed to educating product partners on the importance of content strategy and how it fits into the product development lifecycle and design thinking processes

Wells Fargo (2014 to December 2021 — San Francisco, CA)

Principal Product Designer and Design Manager for Security & Authentication, AVP

- Managed and coached a team of 15 product designers, content strategists, and visual designers within the consumer and small business banking experience design team

- Worked closely with senior-level executives, cross-functional product managers, and developers, supporting projects across the secure session, public site, and mobile app

- Served as principal designer on the secure sign on experience serving over 37M customers

- Designed and launched Touch ID/Face ID for Login, Card-Free ATM Access, Security Center, Android Biometrics, Two-Factor Authentication, Secure Data Exchange for 3rd party account access, password recovery, and other authentication and security-related services

- Championed and actively promoted inclusive design practices to ensure ADA compliance is accounted for from the start to help prevent "retro-grade" design and costly rebuilds

- Planned and conducted remote-friendly team meetings across the Security and Communications teams during the COVID pandemic. Team members appreciated the candor and camaraderie of these meetings as we all adjusted to the sudden isolation brought about by remote work

Wells Fargo (2013 to 2014 — San Francisco, CA)

Principal User Experience Designer — Wholesale User Experience Team

- Managed 5 lead designers for the front-end team on various portal-based and web application designs

- Redesigned the bank's treasury management products, including client analysis statements, domestic and international wires, and treasury management reporting tools for the Commercial Electronic Office

- Designed, built, and maintained a web-based project management tool to capture, track, and manage projects and deliverables

- Led projects for high profile, internal customer enrollment tools and experiences

- Participated in daily design sessions with other team members; analyzed user pain points and created iterative flow diagrams, wireframes, and prototypes to onboard large companies (Starbucks, Costco, Pepsi, and others) to the bank's web portal, the Commercial Electronic Office

EDUCATION

Bachelor of Arts degree in English, University of Hawaii at Manoa

REFERENCES

Available on request