

CHARLES E AUGELLO

OVERVIEW

A seasoned User Experience Designer, Product Manager & Customer Advocate with a demonstrated history of success designing solutions that drive customer engagement. I am skilled at facilitating Design Thinking & Customer Journey Mapping workshops and proficient in all aspects of the User Experience Design craft.

EXPERIENCE

VP, LEAD PRODUCT MANAGER, WELLS FARGO; TAMPA, FL — 2017-PRESENT

As a Lead Product Manager in Home Lending Human-Centered Design my primary responsibility is engaging teams in Design Thinking activities, including Stakeholder Mapping, Customer Journey Mapping, and Opportunity Mapping, aimed at establishing empathy for & understanding of their customers while empowering them to define Customer Centric Solutions that support their Objectives & Key Results

INTERACTION DESIGNER, TEK SYSTEMS; CHARLOTTE, NC — 2017

As a User Interaction Designer on the Wells Fargo Community Banking Transformation strategy team, working in an agile environment I was an advocate for the customer and helped build consensus on future experiences by facilitating ideation, illustrating conceptual ideas and mapping customer journeys

EXPERIENCE DESIGN SPECIALIST, BLOOMIN' BRANDS; TAMPA, FL — 2015-2016

As the Voice of our Guest in strategic planning I was successful at introducing User Experience concepts paired with qualitative & quantitative user research to illustrate opportunity areas as well as identifying aspects of the experience best left untouched

SR. USER EXPERIENCE DESIGN LEAD, VANGUARD; MALVERN, PA — 2000-2015

During my tenure with Vanguard I held many roles across a full spectrum of the User Experience Design Practice supporting multiple business lines, most significant was when I led a cross-site design team, working in collaboration with an external agency, in creating just-in-time design deliverables in support of the agile implementation of a major multi-year program

EDUCATION

MOUNT SAINT MARY'S UNIVERSITY; EMMITSBURG, MD — B.S. BUSINESS & FINANCE

SKILLS

LUMA Certified Facilitator, Customer Journey Mapping, Design Thinking, User Experience Design, User Research, Customer Advocacy, Product Management, Agile Methodology, Strategic Planning, Conceptual Illustration, Collaborative Negotiation, Leading to Consensus