Charles Eugene Augello

Senior UX Design Lead

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Professional Summary

Senior UX design lead with 20+ years shaping end-to-end customer experiences in complex, regulated financial services and in retail and hospitality, at Vanguard, Wells Fargo Home Lending, Bloomin' Brands and Federal Home Loan Bank Cincinnati. Turns customer research, journey analysis and behavioral data into a clear experience vision, then aligns product, engineering and business partners behind it. Led a matrixed team of nine designers across three locations, established an internal UX practice to replace an outsourced design model, and has mentored 12+ designers. Certified Design Thinking Facilitator (LUMA) and Scrum Master.

Skills

Team & Practice Leadership: Mentoring and Coaching, Interviewing, UX Practice Building, Design Governance, Executive and Stakeholder Alignment

Design & Prototyping: Figma, FigJam, Sketch, Adobe Creative Suite, Design Systems and Component Libraries, Low- to High-Fidelity Prototyping

UX Research & Strategy: Journey Mapping, Service Blueprinting, Usability Testing, UserTesting.com, Problem Framing, Root-Cause Analysis

Facilitation & Standards: Miro, Mural, Design Thinking Facilitation, Executive Workshops, Accessibility (WCAG 2.1 AA), Agile, Scrum, Systems Thinking

Selected Outcomes

- **Customer journey mapping to reduce complaints:** synthesized call recordings, surveys, SME interviews and analytics in 72 hours, then facilitated cross-functional workshops and executive reviews. Result: ~60% faster strategic alignment than prior discovery efforts, ~30% less cross-team rework, and the top three call-volume blockers identified.
- **Decision-support dashboard:** gave enterprise product organizations accurate, reliable performance metrics. Leaders spotted delivery risks in minutes instead of hours, with ~35% fewer follow-up clarification requests.
- **Accessible design system:** delivered an initial WCAG 2.1 AA system with engineers in about 14 business days, with components that enforce accessibility standards, cutting design and development rework by ~30%.

Professional Experience

Insight Global – Federal Home Loan Bank Cincinnati | *UX Designer* | May 2026 – Present

- Partnered with product, engineering and operations leaders to craft cohesive future-state digital B2B experiences aligned with business objectives and delivery constraints.

- Built low- to high-fidelity prototypes to test concepts, accelerate stakeholder alignment and guide implementation.
- Advised scrum teams and business leaders as a trusted design partner on interaction workflows and feature prioritization.

Career Sabbatical: Residential Reconstruction | *General Contractor (own residence, Hurricane Helene recovery)* | Nov 2024 – Apr 2026

- Managed the full reconstruction of a home destroyed by Hurricane Helene.
- Authored building construction plans, specifications and project schedules.
- Worked with local government and FEMA to meet code requirements and secure funding.
- Selected and managed subcontractors, and coordinated inspections and approvals.

Wells Fargo Home Lending | *Lead Product (UX) Designer* | Nov 2017 – Nov 2024

- Defined customer-centric UX strategies across digital banking and servicing platforms by synthesizing customer behavior data, usability research and operational inputs.
- Led journey analysis workshops to reframe complex servicing challenges into clear strategic design direction for product, policy and engineering decisions.
- Facilitated executive reviews using journey maps and low-fidelity prototypes to accelerate cross-functional alignment and prioritization.
- Advocated for and coached design thinking across a product team with six Product Managers.
- Regularly interviewed design candidates whenever the team had an opening.
- Connected experience improvements to measurable business outcomes, including increased digital application completion and reduced customer support demand.
- Advised senior stakeholders on risks, dependencies, operational trade-offs and technical delivery constraints across complex customer workflows.

TEKsystems – Wells Fargo | *Interaction (UI/UX) Designer* | Jan 2017 – Nov 2017

- Facilitated customer journey mapping and ideation workshops supporting community banking transformation initiatives.
- Led customer research (focus groups, usability testing, competitive analysis) and translated insights into experience recommendations.

Bloomin' Brands, Inc. | *Experience Design (UI/UX) Specialist* | Jun 2015 – Nov 2016

- Established an internal UX practice as the company's sole designer, replacing an outsourced design model.
- Introduced human-centered design and CX measurement practices across retail and hospitality digital experiences.
- Partnered with agencies and internal teams to define brand-aligned, customer-centric journeys.

- Used behavioral and engagement data to optimize experiences and improve funnel performance.

The Vanguard Group | *Senior User Interaction (UI/UX) Design Lead* | Jul 2000 – May 2015

- Led nine designers distributed across three locations for three years as design lead in a matrix organization, with input into team members' year-end performance reviews, while delivering multi-year, cross-functional enterprise programs across web and mobile platforms.
- Established experience standards and governance that improved consistency and scalability.
- Mentored designers and fostered a culture of customer empathy and continuous improvement, including onboarding a systems engineer into design and coaching them for 3+ years until they became an accomplished lead designer.

Education & Certifications

Mount Saint Mary's University | Bachelor of Science, Business & Finance

Certified Design Thinking Facilitator, LUMA Institute • Scrum Master Certified (SMC), SCRUMstudy • Client Server Programming Certification, Chubb Institute • Notary Public, State of Florida