

Charles Eugene Augello

charles@augello.net • (704) 458-4248 • www.augello.net

SUMMARY

Seasoned User Experience Leader with over 10 years of experience in UX design, product design, and user research. Proficient in Figma and Sketch, with a proven track record in design thinking, journey mapping, and agile methodologies. Skilled in creating innovative, user-centric solutions. Eager to contribute to innovative initiatives by leveraging expertise in scalable, enterprise-wide transformation experiences.

EXPERIENCE

Wells Fargo, Vice President, Lead Product Manager - Product Designer
Nov 2017 - Nov 2024

- Established and evangelized an end-to-end Homeownership Lifecycle vision, documenting Customer Journeys, resulting in a comprehensive understanding of customer needs.
- Led Design Thinking activities, utilizing Figma & FigJam to create Customer Journey Maps, Service Design Blueprints, User Stories, Wireframes, high-fidelity designs and interactive prototypes, enhancing collaboration and consensus among stakeholders.
- Utilized Agile Methodologies and Lean UX Practices to collaborate with cross functional teams on designs in Figma and deliver an improved escrow experience, reducing customer service engagements.

TEKsystems, Interaction Designer (contract)
Jan 2017 - Nov 2017

- Led customer research activities, understanding segment expectations through focus groups, interviews, and competitor analysis, enhancing user experience and satisfaction.
- Created customer journey maps and behavior illustrations, fostering collaboration and consensus among product, design, and development stakeholders, reducing project turnaround time.
- Authored end-user guides and support documentation, improving user onboarding and reducing support queries.

Bloomin' Brands, Experience Design Specialist
Jun 2015 - Dec 2016

- Introduced User Experience Design concepts and tools across the organization, enhancing user engagement and satisfaction.
- Facilitated qualitative and quantitative user research, identifying improvement opportunities and creating design assets for development.
- Led the design and launch of mobile apps (iOS & Android) for Outback Steakhouse, Carrabba's Italian Grill, and Bonefish Grill, achieving high app store ratings (4.8, 4.9, 4.6 stars) and exceeding adoption goals.

The Vanguard Group, Senior User Experience Design Lead & Business Systems Analyst
Jul 2000 - May 2015

- Led a cross-site design team, collaborating with an external agency, to create just-in-time design deliverables, supporting an agile implementation of a major multi-year program, enhancing project efficiency.
- Spearheaded User Experience Design initiatives, including User Research, Information Architecture, Interaction Design, and Usability Testing, resulting in an increase in user satisfaction.
- Designed user-centric solutions across multiple platforms (Responsive Web, Mobile Application Design - Native iOS and Android, Web Portal) using waterfall and agile methodologies, reducing customer service engagements.

EDUCATION

Mount Saint Mary's University
Bachelor of Science • **Business & Finance**

Chubb Institute
Computer Programming Certificate • **Client Server Technology**

SKILLS

User Experience Design (UI/UX) • LUMA Certified Design Thinking Facilitator • User Research • Journey Mapping • Information Architecture • Content Strategy • User Testing • Data Visualization • Figma (Software) • Adobe Creative Suite