

# Control Tower | Landing Page

## Context

Control Tower was a centralized dashboard to manage a customer's digital connections across their financial life. The landing page featured four core transactional applications: Card Controls, an interface to easily turn off and on card functionality; Recurring Payments & Subscriptions, an application that tracks your monthly payments; Connected Apps, an interface to manage Wells Fargo accounts connected to third-party apps; and Digital Wallets, an interface to connect Wells Fargo accounts to mobile device and third-party digital wallets.

## Contributions

As the design lead for Control Tower, I operationally managed the efforts of a small team. My responsibilities included defining information architecture, interaction, and visual design, creating new components and UI patterns to improve product functionality, creating and managing developer specifications, providing direction to visual and content designers on scrum-based projects, and collaborating on product evolution with product and project managers, business analysts, accessibility SME's, and developers.

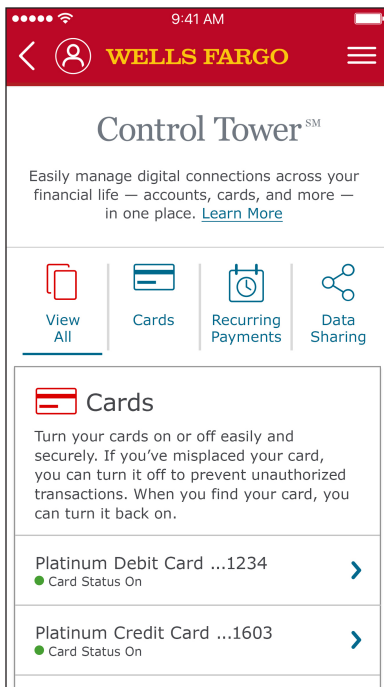
## Role

Design Lead managing scrum-driven projects, coordinating work by a visual designer, content designer, and producer.

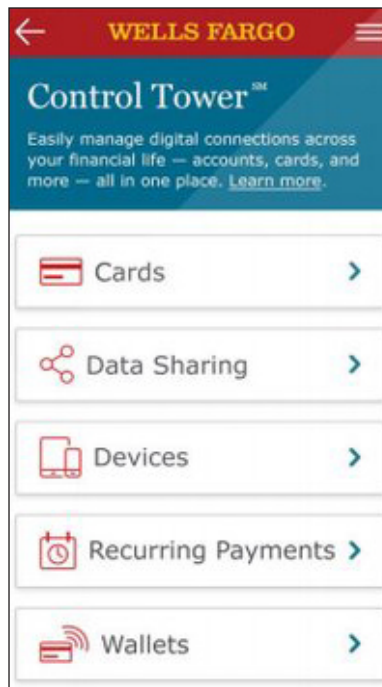
## Software

Sketch, InDesign, Illustrator, Photoshop.

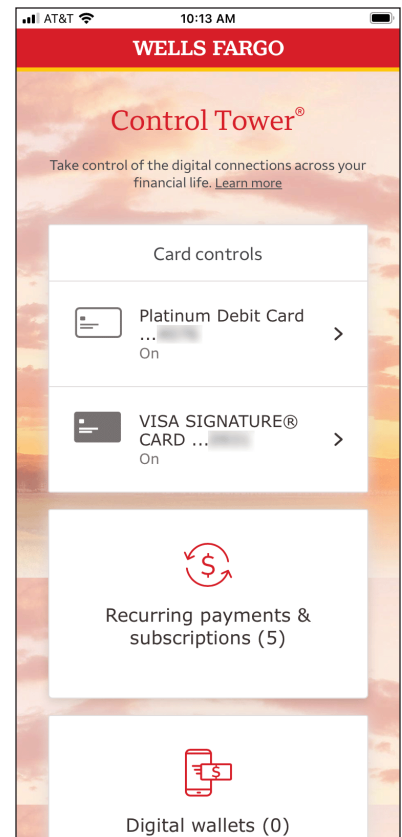
2018



2019



2022



# Control Tower | Recurring Payments & Subscriptions

## Context

Recurring Payments & Subscriptions is a responsive web application that helps customers track their monthly payments and subscriptions across checking accounts, debit, and credit cards. Historically, the application had averaged approximately two million unique visitors a month.

## Contributions

Besides the overall responsibilities as design lead for Control Tower, I was the principal designer for Recurring Payments, creating new component variants and exploring multiple iterations of cancel payment functionality over the course of four years. However this effort was ultimately abandoned due to onerous technical and legal complexities.

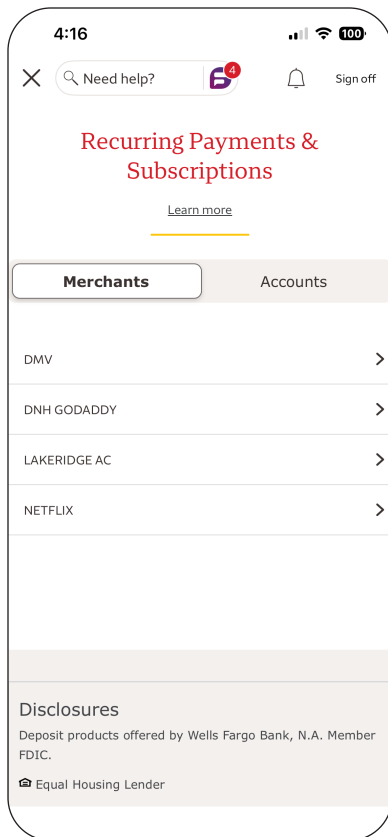
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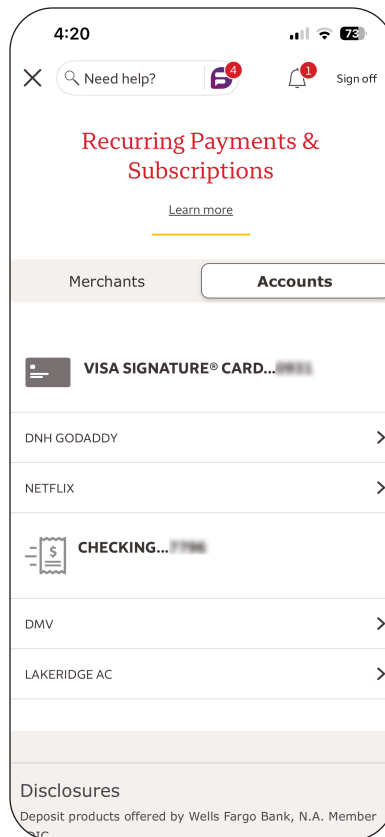
## Software

Sketch, InDesign, Illustrator, Photoshop.

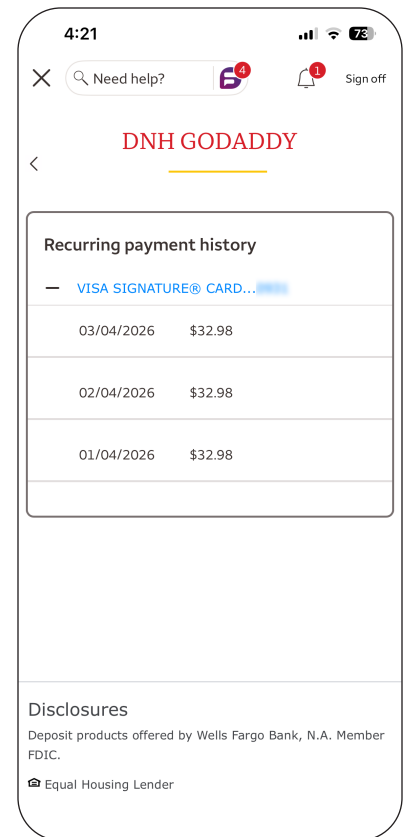
Merchants View



Accounts View



Payment Detail



# Control Tower | Additional Apps

## Context

Besides Recurring Payments, Control Tower also included three additional apps: Card Controls (now called Turn Card On or Off), an app to easily turn off and on card functionality; Connected Apps, an app which manages Wells Fargo accounts connected to third-party apps; and, Digital Wallets, an interface to connect Wells Fargo accounts to mobile device and third-party digital wallets. Control Tower was eventually broken apart and reverted back to stand-alone apps.

## Contributions

I managed a visual designer as well as hands-on contributed to the design evolution of Card Controls through extensive edge-case messaging scenarios and functionality explorations. I was the primary product designer for Connected Apps, building out a multitude of UI variants across different actor types. And finally, I updated the component designs for Digital Wallets.

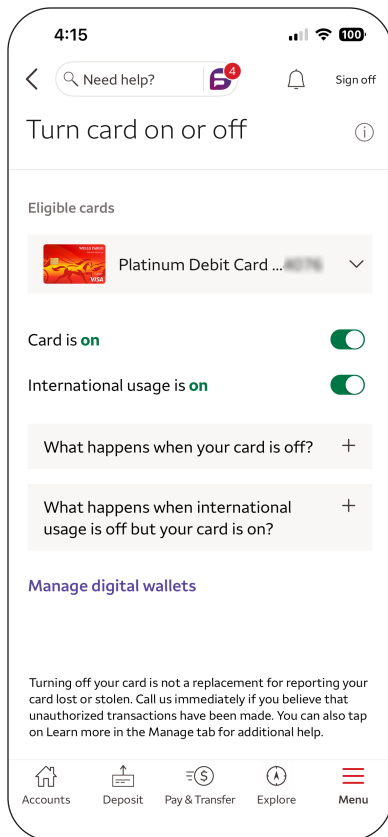
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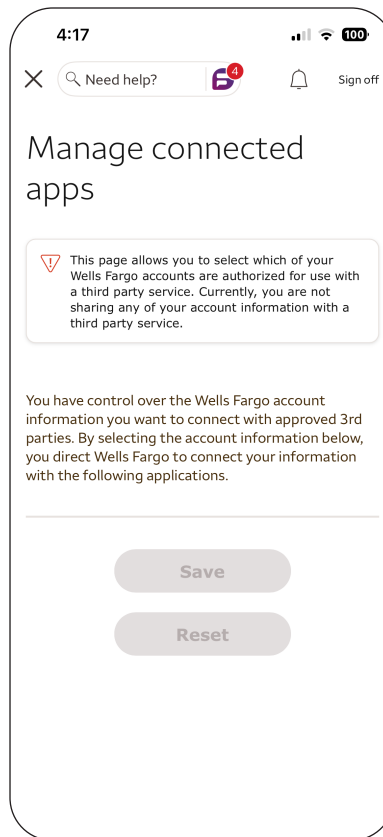
## Software

Sketch, InDesign, Illustrator, Photoshop.

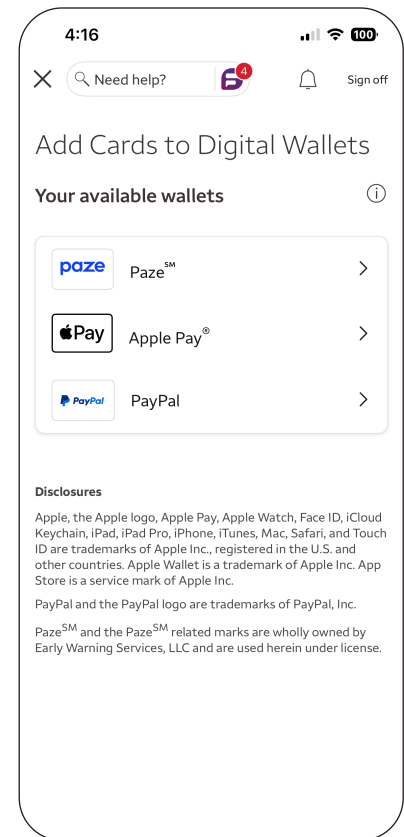
Card Controls / Turn Card On or Off



Connected Apps



Digital Wallets



**(Important Note:** The active state of Connected Apps UI's show toggle lists of accounts organized into access categories set within expanding content drawers. (This screen is taken from my personal Wells Fargo account.)

# Control Tower | Desktop UIs

## Context

Control Tower was a web-based experience, which was then given a mobile-native wrapper within the Wells Fargo phone app. Given this, the Control Tower landing page and its secondary applications were also designed as a desktop experience through the company website.

## Contributions

As the design lead for Control Tower, I was directly responsible for all desktop designs including the landing page and all sub-level applications. These interfaces were created utilizing the leading-edge design system pattern of the time, as well as innovative responsive design functionality as the UI shifted from mobile through desktop formatting.

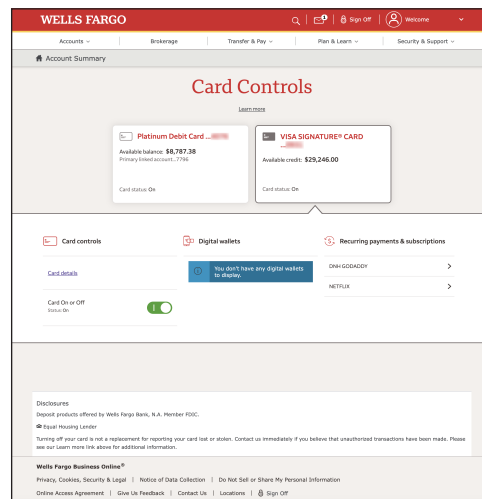
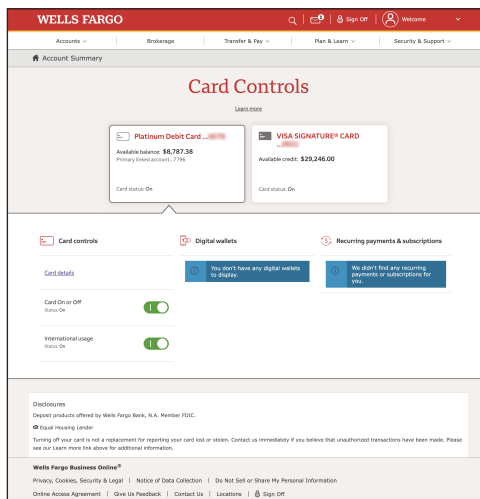
## Role

Design Lead managing scrum-driven projects, coordinating work by a visual designer, content designer, and producer.

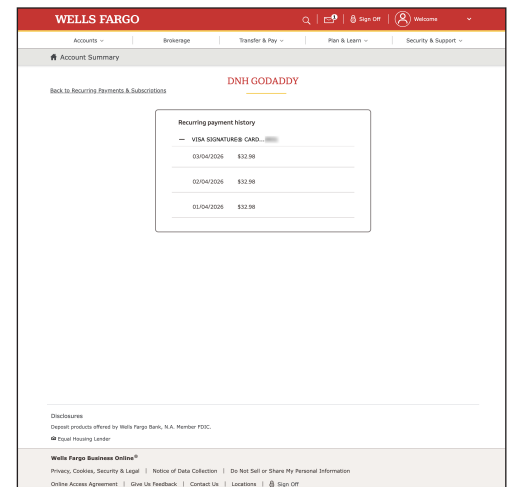
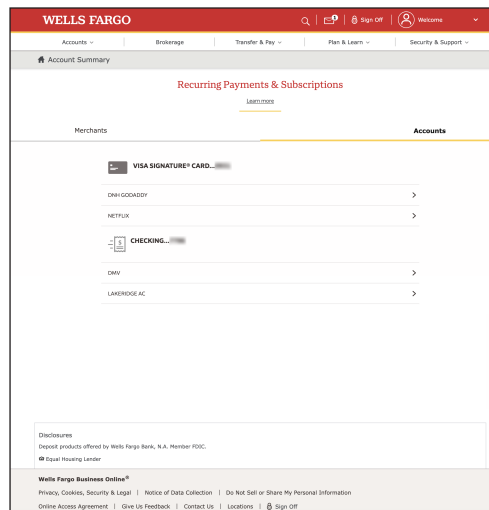
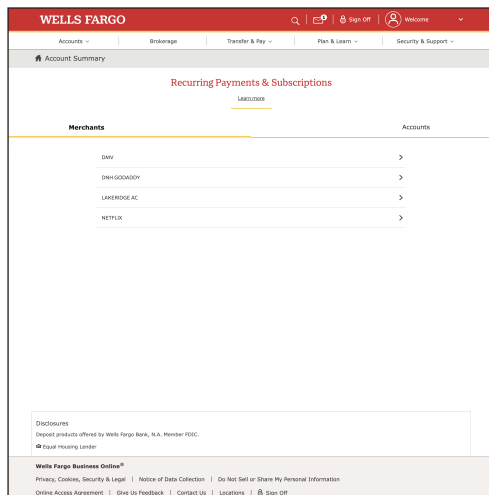
## Software

Sketch, InDesign, Illustrator, Photoshop.

### Card Controls ( Turn Card On or Off )



### Recurring Payments & Subscriptions



# Account Details | Credit Card

## Context

The launch of Wells Fargo’s all-native mobile app was a critically important company initiative. As a seasoned member of the XD team, I was brought into the project to complete the designs for one of the most visited and important UIs of the app.

## Contributions

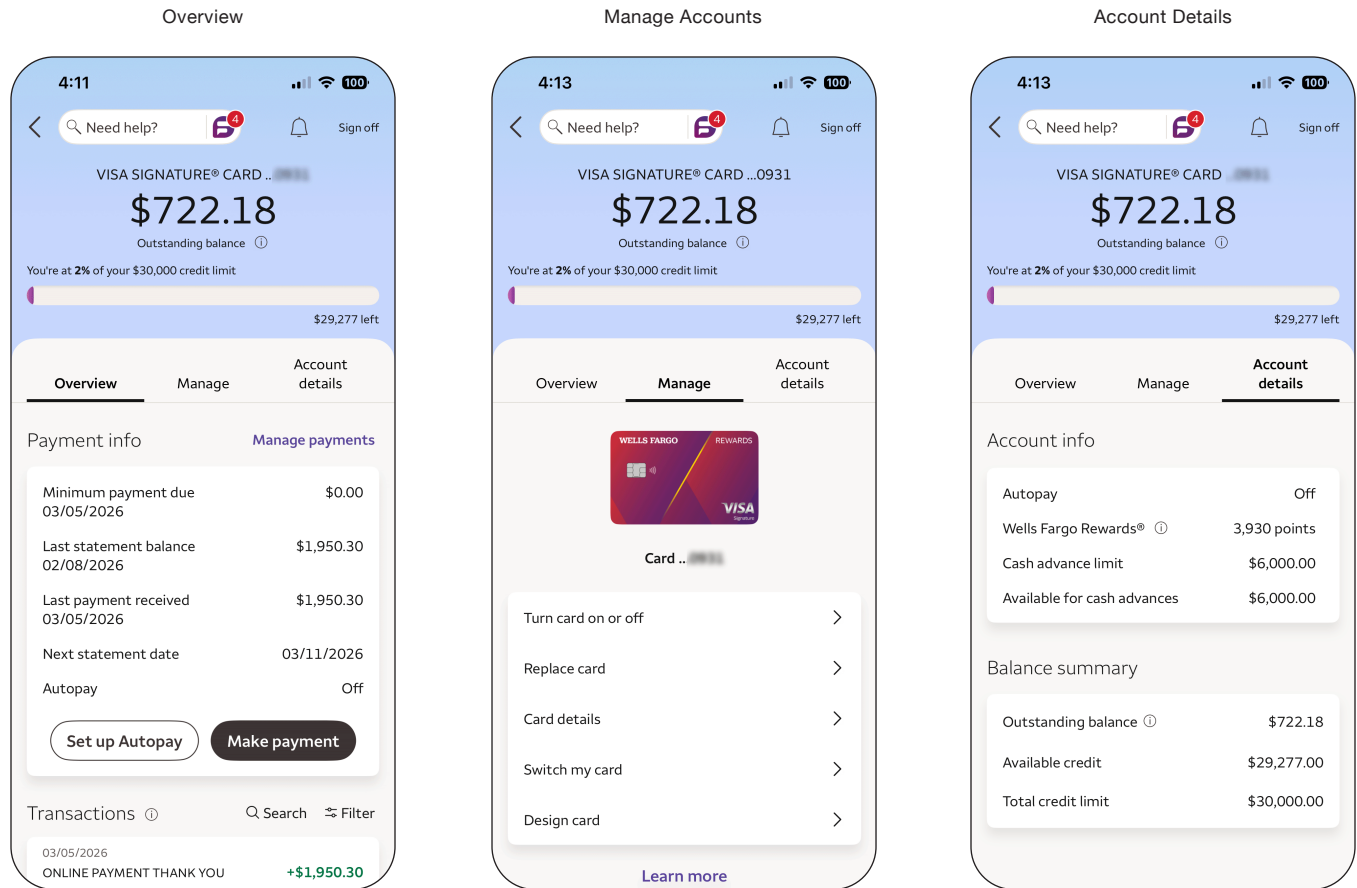
After the initial designer was transitioned to work on another project, I was brought in to complete the launch of Account Details Credit Card. I provided design guidance and created digital assets and development specifications in support of user story completion. Most importantly, I collaborated with product and project managers, scrum master, and developers, often times vigorously advocating for design system standards, accessibility requirements, and user needs.

## Role

Project design lead supporting sprint user story deliverables.

## Software

Figma, Photoshop



**Important Note:** The above screens were mobile screen grabs recently taken from my personal Wells Fargo account. While the underlying design system component visual designs have evolved over the years since my time as the design lead for these projects, the overall UI layout and functionality have essentially remained the same.

# Security Center | Micro-interactions, API & Platform SME, Documentation

## Context

Security Center, a mobile app tool to help consumers protect their accounts, was a high-priority project directed from Digital Executive Leadership. The initial concept visual design and foundational prototype were created by XD Leadership. These were then handed over to a XD project team for further design explorations and refinement, and then project completion within an extremely aggressive six-month app launch deadline. Since primary designs patterns were already established, the XD project lead was assigned to a Senior Content Designer in order to resolve a multitude of content ambiguity.

## Contributions

My role as the XD project technical lead for Security Center was critically important as a SME for micro-interaction details, and native-to-web round-trip API technical requirements. My project responsibilities included: creating a highly complex and intricate Figma prototype; identifying a multitude of nuanced technical complexities; creating comprehensive developer specifications; and finally, deeply collaborating and problem solving with product and project managers, accessibility, and developers.

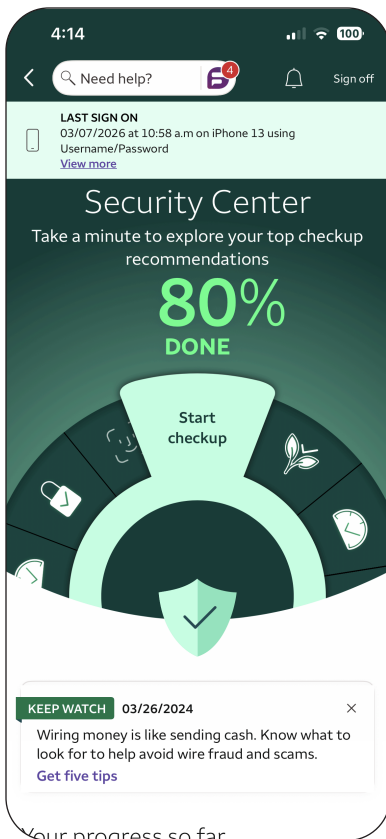
## Role

Project technical design lead

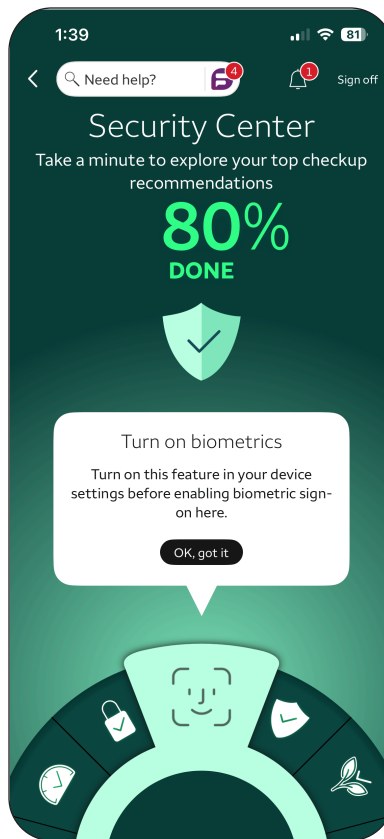
## Software

Figma, Photoshop

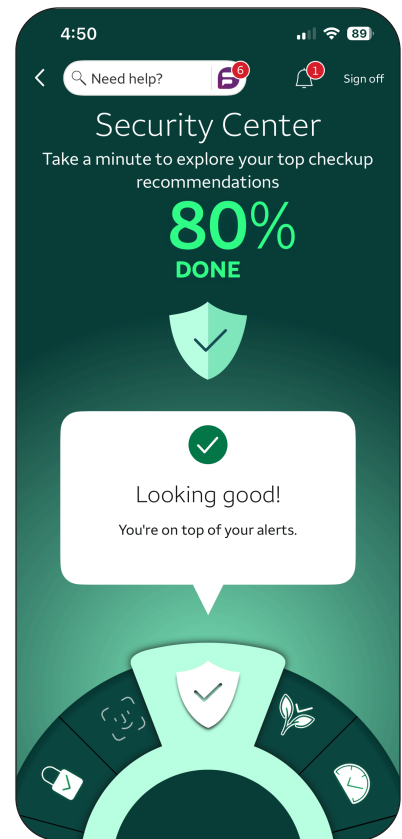
Landing Screen



Manage Accounts



Account Details



# ANG Email Platform

## Context

The ANG Email Platform is a Tridion CMS-based system used for the construction and delivery of Wells Fargo non-marketing servicing emails that communicate various statuses of a customer's accounts. The platform is a flexible system that can fully create and deliver an email, or it can be merely a delivery mechanism for upstream systems. Most impressively, the ANG platform sends out hundreds of millions of emails per month to over 30 million Wells Fargo customers.

## Contributions

As the design lead for the platform, I created a comprehensive email standard template specifications that defined text components (like subheads, tables, and lists), and organized the emails into five main servicing functional categories, informed by color theory to determine their respective header color. I also designed and specified new component variants. To increase clarity and productivity, I created technical diagrams, workflows, and maintained an expansive illustration repository. Also, I did extensive future-state brand and sub-brand design explorations. Finally, I provided design guidance and direction to XD designers, and collaborated with product and project managers, business analysts, CMS publishers, and Tridion developers.

## Role

Project design lead supporting sprint user story deliverables.

## Software

Figma, Photoshop

