



SKILLS

UX design leadership, product strategy and team building. IA, interaction and UI for mobile, tablet, desktop and kiosk, UX project leadership, prototyping, iterative design, usability testing, stakeholder communication & collaboration, creative reviews & direction, Adobe CS, Axure, InVision, HTML, CSS.

EXPERIENCE

BANK OF AMERICA

Design Director, UX Lead • July 2013 – March 2015

- Managed UX portfolio and multidisciplinary team.
- Directed design development for key UI systems and components:
 - Site navigation systems desktop; App navigation for mobile app
 - Natural language search
 - Customer enrollment, sign-in and security management
 - Customer profile & settings
 - Messaging and notifications, including email notices and customer-initiated claims.
- Drove delivery of conceptual and detailed design documents, including wireframes, content, prototypes and visual specs for handset, tablet and desktop platforms.
- Utilized iterative usability testing & other user research to focus efforts and evaluate design work.

Experience Design Manager, UX Designer • September 2010 – June 2013

- Led design portfolio for mobile, tablet and desktop customer service experiences.
- Managed a multidisciplinary UX team of interaction, visual and editorial designers.
- Developed strategic target-state UX strategies and designs.
- Partnered with executive leadership, product managers, and resource planning teams to evaluate, develop and support timely execution of design deliverables for key projects.

Senior Interaction Designer, eProducts • January 2010 – August 2010

- Led UX design teams for key strategic enterprise-scale projects.
- Managed contract designers and offshore design resources. Planned resource assignments.
- Provided peer mentoring to support documentation, project management & design challenges.
- Major Projects included creation of paperless document hub, a small-business credit card transaction reporting application, and a delinquent account collections application

Interaction Designer, Sales & Service • January 2008 – December 2009

- Led UX design teams for key enterprise-scale, authenticated, and sales projects.
- Major projects included Countrywide Integration; Checking Account sales; Spanish for Online Banking / OLB masthead redesign; Deposit Image ATMs – multi check deposits
- Drew on a user-centered methodology, led multi-disciplinary UX design teams, created conceptual designs, clickable models, wireframes, visual assets, style guides, and usability reports.
- Developed & utilized usability studies, competitive reports, use cases, personas and field research
- Championed development and adoption of pattern libraries, web standards, and agile development.

Interaction Designer, ATM & Kiosks • December 2005 – December 2007

- Designed ATM and kiosk interfaces, including transaction flow, screen layout and functions.
- Created conceptual design proposals. Wireframed, prototyped UI for all ATM and kiosk projects, including ATM multi-check deposits and Account Management Kiosk, an in-store transaction tool

RICK MUÑOZ

www.rmux.net • rick.munoz@gmail.com • 415.994.1978

EXPERIENCE

WELLS FARGO

ATM User Experience • January 2004 – November 2005

- Led UX user interface design team, with a focus on usability, flexibility, and brand & platform integrity.
- Led sophisticated projects involving dozens of contributors, large budgets and 1000s of deliverables.
- Coded & administered MySQL-based application to manage ATM translation & screen database.
- Trained staff in web programming and administration, and design/animation software & techniques.
- Designed and managed a host of internal websites to collect, archive and disseminate critical business information.

Graphic Designer • April 2002 – December 2004

- Created production graphic assets for ATM interface.

DESIGN PURITY

Principal & Designer • September 2000 - April 2002

- Independent web design contracting.
- Created dozens of web sites and print collateral for small-business clients.
- Projects met strict time & budgetary goals.

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Marketing & Promotions Assistant, Sales Assistant, Account Executive • Sept 1997 - Sept 2000

- Started as intern, advanced to be the youngest member of the sales team.
- Learned local radio business from the bottom up.
- Worked on air, moved to sales. Supported, then conducted sales and business development.

EDUCATION

University of California, Berkeley

Academy X - San Francisco

San Diego Career Center

UC Berkeley Extension

Bachelor of Arts, Sociology, 1997

HTML & JavaScript course certificates, 2000

PERL Course Certificate, 2001

Project Management courses, 2004