

Jim Donohue

Product Designer, UX Designer, UI Designer
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donohueux.com

Innovative Product and User Experience Designer with 10+ years creating an exceptional experience for clients in financial services, product, technology, and highly regulated industries.

Strengths/Areas of Expertise

- **Design systems** — Demonstrated expertise in developing and maintaining design systems at scale
- **Human-centered** — Employ empathy, research, and curiosity to craft user experiences that align with expectations
- **Collaboration** — Partnered with technology, strategy, product, and executive leadership to achieve cohesive user experiences
- **Agile** — Iteratively develop design solutions, fostering progressive user outcomes and continuous enhancement of product value

Wells Fargo, Corporate & Investment Banking (CIB)

Senior Product Designer — design system

San Francisco

January 2021 – March 2023 (2 years)

- Product Designer for Wells Fargo Pioneer Design System; consumed by 90+ applications within the B2B arm of Wells Fargo
- Redesigned 24 legacy components to the React framework, collaborating with technology, accessibility, content, and visual design, which resulted in a robust, scalable, and accessible user experience
- Enhanced multiple design system components, achieving substantial gains in functionality, which led to a more intuitive user experience
- Directed exploratory research for new components, providing critical insights that shaped the team's strategic choices in advancing development projects
- Conducted a comprehensive analysis of design system documentation and collaborated closely with the content team to implement significant updates, ensuring accuracy and relevancy

Wells Fargo, Community Banking

Product Designer — Salesforce

San Francisco

October 2017 – September 2019 (2 years)

- Product designer for growth and mortgage Agile teams — transitioning Wells Fargo legacy applications to Salesforce CRM (Customer Relationship Management)
- Collaborated with product, technology, and strategy to demonstrate requisite functionality to the value stream leaders, and development teams via facilitation of workshops, illustrative journey maps, wireframes and prototypes
- Lead design via understanding of user needs; performed primary research at mortgage call centers to determine potential additional features and functionality
- Mentored junior UX team members, providing one-on-one coaching and feedback; on-boarded designers on standards and design systems

Deloitte

UX/UI Designer – Lead

San Francisco

January 2015 – October 2017 (2 years, 8 months)

- Led Bersin by Deloitte's UX/UI redesign — delivering a minimum viable product (MVP) for the talent management and HR solutions website in just 8 months
- Advocated for user needs through comprehensive UX research and translated insights into superior at scale designs. This approach led to a 15% increase in subscriptions and a 35% jump in memberships over two years
- Created responsive, mobile-first UI components and a style guide — integrating them into Bersin's reusable design system for consistent standards and branding

Wells Fargo, Wholesale

UX/UI Designer — design system

San Francisco

October 2013 – April 2015 (1 year 6 months)

- Advanced the Pioneer design system by fostering its adoption and improving user experience and design cohesion for developers across platforms
- Worked in synergy with UX designers, developers, accessibility and content to weave the Pioneer brand aesthetics seamlessly into wireframe components
- Validated developed components to align with established visual standards
- Analyzed components and documented specifications, to streamline developer access, which led to improved compliance and a more consistent user experience

Intel Security

UX/UI Designer

Sunnyvale

March 2013 — September 2013 (6 months)

- Enhanced McAfee's customized design system and style guide, incorporating downloadable assets and landing page templates, strengthening the working relationship with external vendors
- Created information architecture and visual design artifacts for responsive website design, based upon primary user research
- Partnered in usability and end-user testing to enhance McAfee's platform
- Designed and documented McAfee UI patterns and brand standards

Additional experience

UX/UI Designer

- Apple, Esurance, SuccessFactors

Education

- Bachelor of Arts in Graphic Design & Technology. Graduated Magna cum laude — Dublin Institute of Technology, Dublin, Ireland
- Telecommunication Technician — City & Guilds of London, United Kingdom

Skills

- Figma, Adobe Creative Suite, Sketch, Mural, HTML/CSS, Microsoft Office Suite, Agile, Jira, Confluence
- FinTech, UX, UI, user research, user testing, data analysis, user-centered design, design thinking, accessibility, interaction design, visual design, UI design, mobile-first and responsive design, wireframing, prototyping, design solutions, design lead, system thinking, illustration, empathy, communication, collaboration, problem solving, design tokens, Content Management Systems (CMS), layout and typography, design systems