

Gabrielle Lichtig

Lead Product Designer | Generative AI | Product Strategy | Conversational UX

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Summary

Product designer with 8+ years of experience turning complex problems into clear, human-centered digital experiences. Focused on generative AI, conversational UX, product strategy, and interaction design, with experience shaping 0→1 products, advising senior leadership, and leading cross-functional design initiatives. Known for bringing strategic thinking and polished execution together—from ambiguous problem spaces to high-fidelity prototypes and measurable outcomes.

Lead Product Designer | Wells Fargo

April 2023 – Present

 Concord

Advise senior leadership on product design strategy and lead complex, ambiguous challenges from early problem definition through product direction and execution.

Established an AI design strategy for emerging experiences, translating strategy into conversational UX, interaction patterns, and end-to-end prototypes; the framework became a shared lens for evaluating AI experiences across the design team.

Lead cross-functional design across product, content, engineering, accessibility, and leadership, helping teams determine when to explore, prototype, test, and scale solutions.

Redesigned a complex document verification workflow across 30+ application scenarios, creating a mobile-first experience that increased successful application completions by 43%.

Mentor product and content designers and facilitate workshops that strengthen design practice, including an AI design-process workshop for approximately 20 designers.

Senior UX/UI Designer | Citibank

May 2022 – January 2023

 San Francisco

Led UX/UI design for two high-priority products spanning investment and career development, translating complex workflows into clear, polished experiences.

Used research, analytics, competitive benchmarking, and accessibility principles to guide product decisions and improve consistency across experiences.

Expanded beyond interface design into product thinking and systems-level decisions, partnering with cross-functional teams from exploration through delivery.

Senior UX Designer | ChangeFi

May 2021 – April 2022

 Remote

Helped shape a new mobile banking platform bringing everyday banking, lending, and financial services into one cohesive experience.

Translated a broad product vision into product hierarchy and foundational experiences through competitive research, stakeholder workshops, journey mapping, and information architecture.

Designed onboarding, banking, lending, and account-management experiences while establishing reusable patterns and balancing user needs with business, technical, legal, and compliance constraints.

Web UX Designer | FICO

Jan 2021–May 2021

 Remote

Designed the UX for an internal marketing collateral portal, making resources easier for employees to find and use.

Created external web experiences and digital assets supporting FICO's broader brand and communication efforts.

UX Designer | Contract

August 2020 – Jan 2021

 Remote

Led UX and visual design projects for clients including Zuora and FICO, owning work from early concepts and information architecture through high-fidelity design and delivery.

Visual Designer | Revel Systems

August 2020 – May 2021

 Remote

Led visual design for a website rebrand, translating evolving product and brand direction into a cohesive digital experience.

Developed visual systems and digital assets that brought consistency across the company's web presence.

Miami University

B.S. Communications
Minor Media Studies
2009–2013 | Oxford OH

UC Berkeley Extension

Graphic/UX Design Immersive
2015 | San Francisco

Tools

Figma

Claude

Copilot

FigmaMake

Jira

Adobe Suite

Expertise

Generative AI · AI Design Strategy · Conversational UX · Product Strategy · UX Strategy · Interaction Design · Systems Thinking · Prototyping · Design Systems · Complex Financial Experiences