

Gabrielle Lichtig

gabriellelichtigdesign.com
password: 3445

DESIGN EXPERIENCE

Lead Product Designer | Wells Fargo

April 2023 - Present Concord

Lead product design strategy for high-impact projects that incorporated AI design and boosted credit card and merchant application success.

Utilize LLMs, FigmaMake and Claude to accelerate ideation while maintaining full ownership of the final, human-validated results.

Champion design culture and advise senior leadership by facilitating workshops on how AI tools optimize the design process and elevate personalized experiences.

Partner with cross-functional teams and drive execution excellence to deliver seamless, cohesive user experiences across native and responsive platforms.

Senior UX/UI Designer | Citibank

May 2022 - January 2023 San Francisco

Delivered high-fidelity designs, interactive prototypes, and handoff documentation for two priority products, resulting in significantly improved user experiences.

Unified UI/UX through improved design libraries and data-driven decisions that championed accessibility and inclusive design practices.

Senior UX Designer | ChangeFi

May 2021 - April 2022 Remote

Conceptualized and launched two major initiatives for underserved communities: ChangeFi Banking and xChange, driving financial access and inclusion.

Defined UX vision for ChangeFi; mentored designers, partnered with developers, and presented weekly to leadership to ensure usability and engagement.

UX Designer | Contract

August 2020 - May 2021 Remote

Improved UX for Zuora's careers site and FICO's internal portal, enhancing usability and streamlining internal communications.

Visual Designer | Revel Systems

August 2020 - May 2021 Remote

Led a website rebrand that successfully increased user engagement and expanded the user base.



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EDUCATION

Miami University

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

UC Berkeley Extension

Graphic/UX Design Immersive
2015 | San Francisco

SKILLS

Tools

Figma | Copilot | Claude | FigmaMake
Jira | Microsoft Suite | Adobe Suite

Expertise

Generative AI | Design Thinking |
UX Research | UX Design Process
Product Strategy | Design Systems
Prototyping | Presenting | Animation
Visual Design | Illustration



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