

Providence, RI (Willing to Relocate)

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# Samuel Custer

AVP, Senior User Experience Designer  
@ Citizens Financial Group, Inc.

## SKILLS & TOOLS

- ✓ Strategy & Design Thinking
- ✓ Wireframes
- ✓ Low to High Fidelity Design
- ✓ Interactive Prototyping
- ✓ Sketch, Invision, & Adobe
- ✓ Design Systems & Abstract
- ✓ User Research & Usability Testing
- ✓ Persona Creation
- ✓ Market Research & BI
- ✓ Voice of the Customer Analysis
- ✓ Heuristic Analysis
- ✓ Accessibility Analysis
- ✓ HTML, CSS/SCSS, JavaScript
- ✓ React.js & React Native
- ✓ Swift (iOS) & Java (Android)
- ✓ Node.js
- ✓ SQL & NoSQL
- ✓ JIRA & Confluence

## EXPERIENCE

AVP, Senior User Experience Designer  
Citizens Financial Group, Inc.  
Jan 2018 – Present

- > Lead user experience design efforts for our mobile banking Android and iPhone app redesign & re-platform, ensuring application wide consistency across a team of multiple designers and researchers. Delivered iterative research fueled designs from ranging from low fidelity to high fidelity designs. Research methods included expert interviews, competitive analysis, quantitative analysis, market research, platform guidelines analysis, heuristic evaluations, voice of the customer analysis, remote unmodulated usability testing, card sorting surveys, and design sessions.

Empowered user experience researchers to conduct testing of high-fidelity UI patterns by working along side the Director of UI Design Engineering to create interactive prototypes. Contributed to the codebase for React Native apps as well as native iOS development (Swift) prototypes and POCs.

Built trust and strong relationships with business line stakeholders & digital product owners by facilitating in-person design sessions including empathy mapping, ideation, and collaborative sketching & white-boarding exercises.

Enhanced accessibility and performance of web and native mobile applications by curating and delivering technical site performance action plans leading to faster load times and better usability. Additionally, provided ad-hoc user experience enhancement items sent to Agile product owners for prioritization.

Senior User Experience Designer  
IntePros Consulting, Inc.  
Contracted to Citizens Financial Group, Inc.  
Aug 2017 – Jan 2018

- > Served as the first internal User Experience resource within the digital banking department to prove the value of internal UX designers vs. an external agency. Interviewed all core team candidates of a UX team that now consists of over 15 internal resources distributed across multiple locations.

Lead research, design, and development efforts on an Internal Interactive Digital Style Guide to empower developers, quality assurance analysts, and product owners to use and refer to a consistent collection of UI components. (HTML, JS, SCSS, Handlebars.js, Backbone.js, Node.js).

Helped bridge the gap between designers and developers by advocating the use of reusable Sketch Symbols that map to web UI components. Worked with the online banking web development team to create an action plan for componentizing existing the existing codebase (HTML, SCSS, Handlebars.js).

Partnered with the VP of Innovation to deliver visual designs to long term strategic visions that were presented to business line stakeholders and executives, helping secure funding and commitment to strategic initiatives.

Senior UX/UI Designer  
Collabera  
Contracted to UnitedHealth Group, Inc.  
Nov 2016 – Aug 2017

- > Facilitated the best possible user experience for a suite of web applications on an enterprise health software platform by communicating the voice of the customer with business analysts and product owners during the creation of user stories.

Empowered business analysts, operations managers, and product owners to make better decisions by drafting wireframes, designing high fidelity mockups in Sketch, and delivering rapid interactive prototypes created in Axure RP Pro as well as HTML5, CSS3, & Typescript/JavaScript using the Angular2 framework based on usability testing results and user story requirements.

Delivered consistent experiences & interactions by ensuring cross application consistency through multiple enterprise applications by conducting compliance audits with our internal style guide as well as conducting consistency audits between applications on improvised design elements.

Helped gather valuable and actionable feedback by writing usability testing scripts. Moderated usability testing was conducted to gain insights into user expectations & mental models, as well as assess the usability of multiple enterprise web applications.

