

Ali Rezajoo

Experience Design Director

Charlotte, NC • Open to relocate • No sponsorship needed

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EXPERIENCE

Truist Bank

Charlotte, NC

Experience Design Director II

Jan 2024 - Present

- Led the Personal/Wealth Deposits, Credit Card, and Investment segments from public sites to the account opening platform; increased Digital consumer deposit account production by 14% in 2024.
- Directed the omni-channel experience for the Core Deposits platform, focusing on ID verification, fraud reduction, promotions, and personalization initiatives.

Principal Experience Designer

Apr 2021 - Dec 2023

- Led and delivered strategic experience integration and enhancements in ID verification, Rates/Fees, and Funding system, significantly reducing fraud and growing client-deepening rates.
- Leveraged insights from Voice of Clients, Tableau, Adobe Analytics, and industry benchmarks to discover 40+ design features, driving revenue growth and achieving a 93% satisfaction rate in 2023.
- Collaborated with 6 Scrum teams, Group PMs, PMs, POs, Tech leads, Marketing, and Legal and Compliance teams.
- Contributed to the bank's innovation trajectory by filing 4 patents in AR/VR and AI fields.

Wells Fargo

Charlotte, NC

Senior Experience Designer - Information System Designer

Sep 2017 - Apr 2021

Enterprise applications: Tax Centre of Excellence, Collateral Management

- Led the experience design on the Tax and Collateral Management platforms across multiple lines of business, simplified user journeys, information architecture, ADA, and delivered BPMN diagrams and design requirements.
- Conducted end-to-end moderated tests to identify workflow gaps, user errors, and task inefficiencies. Addressed 30+ critical issues with solutions that boosted task completion rates by 20% and significantly reduced call center task times.
- Collaborated on strategic initiatives and third-party integrations and redesigned various core components and workflows, such as the search experience.

Forsat Emrooz Newspaper

Tehran, Iran

Product Design Manager - Webmaster

2014-2017

- Launched and managed the newspaper website and digital subscription platform, achieving a top 100 popular websites within two years.
- Led the digital transformation by integrating tools and services and optimizing workflows from content creation to client delivery.
- Directed a cross-functional team of designers, content creators, developers, and SEO specialists.
- Designed a cross-sell strategy, driving over 12,000 memberships within the first year.

GSM Group

Senior Experience Designer

Tehran, Iran

2014-2017

- Led the media platform experience and delivered marketing campaigns and gamification strategies for a high-traffic platform, ranked among the country's top 20 websites.

Peyke Bartar

User Experience Designer

Tehran, Iran

2013-2014

- Enhanced the end-to-end experience of three web projects and one mobile app for a leading media group, serving over a million monthly visitors across Business Directories, Architecture Community, and News platforms.

Bisoton Studio

User Interface Designer

Tehran, Iran

2010-2012

- Designed marketing materials and templates for 20+ web and multimedia projects, leveraging platforms like Joomla, Drupal, WordPress, and Flash.

PATENTS

Scheduling timed interchange protocols via Augmented-Reality (AR) systems and methods

Issued Apr 4, 2024

Systems and methods for collaborative training in a graphically simulated Virtual Reality (VR)

Issued Apr 25, 2024

EDUCATION

University of Applied Science and Technology

Bachelor of Applied Science - BAsC, Information technology and communication

Tehran, Iran

2008-2012

CERTIFICATIONS

Innovations for Client Success, Change Management: ExperienceChange™, Strategic Thinking for Maximum Impact, and Mastering Leadership Dynamics™

Truist Leadership Institute, 2023-2024

UX Management: Strategy and Tactics

The Interaction Design Foundation, 2024

Certified Scrum Product Owner® (CSPO®)

Scrum Alliance, 2023

Advanced Analysis with Workspace - Data Analysis

Adobe, 2022

Business Analysis Modeling Skills & Techniques

The BA Guide, 2019

Designing, Running, and Analyzing Experiments

UC San Diego, 2017