# Jahlisa Misenheimer

PRODUCT DESIGNER

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## Portfolio

sketchtoscreens.com

## Employment History

### Sr. Product Designer, Truist Bank

May 2020 — Present

*Instrumental in the design and successful launch of the brand new Truist mobile experience.*

- Designed optimized user journeys and captivating interfaces for an enhanced mobile banking experience.
- Led monthly brainstorming and innovation sessions to spark new ideas for product improvements.
- Established new design components in line with system updates, ensuring smooth integration and top performance.
- Launched an in-office innovation lab focused on virtual reality, organizing VR demos for executive board members to showcase its transformative potential.
- Developed and managed the mobile design system for Truist's auto loan subsidiary (RAC Mobile), enhancing brand perception, building trust, and boosting customer loyalty.
- Created a quick view balance widget that gained rapid adoption, with 64,000 users enabling it within the first two weeks of launch.
- Increased new and linked account engagement by 11% within the first week of access improvements.
- Inventor of 2 patents in augmented reality for banking, showcasing a commitment to pioneering innovative digital experiences.

### Principal Product Designer, Bank of America

May 2021 — May 2022

*Contributed to impactful initiatives and achieved remarkable results in making consumers feel more confident managing their security needs.*

- Launched an MFA mobile app and online security dashboard used organization-wide.
- Created a streamlined onboarding process, reducing completion time by 65%.
- Developed and implemented performance improvement strategies to drive continuous enhancement.
- Expertly managed style guides and oversaw multi-platform implementation, ensuring consistency across all channels.
- Led stakeholder sessions to communicate project updates, changes in scope, and timelines.
- Designed user-centered solutions that improved overall user experience and engagement.

### Principal Designer, Wells Fargo

January 2019 — May 2020

*Transformed risk management by creating an efficient platform for tracking, assessing, and mitigating risks with accuracy.*

- Launched a dedicated platform for managing financial and business risk, providing a streamlined solution for organizing critical information.
- Collaborated closely with business analysts, risk managers, and development teams to gather requirements, offer design recommendations, and deliver tailored solutions that met specific needs.
- Developed a new design system for the enterprise platform, aligning with the WF brand and adhering to established UI patterns and guidelines across business lines.
- Received positive feedback for creating an innovative UI design that improved usability, making the platform visually appealing and intuitive for users.

**UX/UI Designer, Kroger**

January 2019 — June 2019

*Changing the way big box stores manage their inventory and day to day sales.*

-  Played a pivotal role in designing and implementing an internal product inventory system specifically tailored for grocery store managers to improve efficiency and streamline operations.
- Designed a seamless workflow for creating and executing sales campaigns driving revenue growth and optimizing marketing efforts.
- Actively contributed to the expansion and enhancement of Krogers corporate design system ensuring consistent and cohesive branding across multiple touch points.
- Conducted developer checks to ensure the final product aligned seamlessly with proposed UI designs reducing development time and enhancing user experiences.
- Collaborated with scrum teams performing testing and quality assurance of websites providing valuable feedback to optimize performance and user experience.

**UX/UI Designer, Black + Decker**

August 2018 — December 2018

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- Increase brand awareness and contributed to a successful product launch through my design expertise and creative vision.
- Designed landing pages to highlight product features and drive sales.
- Designed mobile app experiences that supported two different end users.
- Collaborated with a remote team and articulated creative ideas to ensure graphic solutions were consistent with brand and style guidelines.
- Created motion graphics to illustrate concepts clearly and visually to developers.
- Created animations to enhance web/app experience and interaction.

**Lead Instructor of Design, Rowan Cabarrus Community College**

May 2016 — June 2018

*Established a new curriculum around graphic design while educating students about the importance of technology.*

- Established a new curriculum around graphic design while educating students about the importance of technology.
- Served on design programs advisory board.
- Coordinated lab workshops and student internships.

- Wrote creative briefs and collaborate with design instructors to ensure all briefs are complete and well-rounded Developed new courses and advised standing curriculum.
- Advised students on the course registration process and job opportunities.
- Conducted creative research while creating dissemination activities.

## Education

**Bachelors of Science, North Carolina A&T State University**

January 2013 — May 2016

## Courses

**Accessibility Fundamentals; Disabilities, Guidelines, and Laws, Deque University**

October 2023

**Designing an Accessible User Experience, Deque University**

October 2023

**Visual Design and Colors, Deque University**

November 2023

## Skills

UX/UI Design

Design system management

Wireframes

User flows

Prototyping

Research

Collaboration

Workshop development

Innovation

## Languages

English