Charles Eugene Augello

Senior UX Designer

Hudson, Florida | +1 704 458 4248 | charles@augello.net | linkedin.com/in/chuckaugello | http://charles-augello.github.io/

PROFESSIONAL SUMMARY

Senior UX Designer with over 20 years of experience shaping end-to-end digital experiences across complex, regulated financial services environments including Wells Fargo, Vanguard, and Federal Home Loan Bank Cincinnati. Skilled
in interaction design, service blueprinting, customer journey mapping, and rapid prototyping using Figma and Miro. Translates research and behavioral data into accessible, implementation-ready digital products that balance customer needs, operational feasibility, and business outcomes. Collaborates closely with product managers, engineers, and executive stakeholders to resolve ambiguity and drive continuous improvement.

SKILLS

Design & Prototyping: Figma, FigJam, Sketch, Adobe Creative Suite, Low- to High-Fidelity Prototyping
UX Research & Strategy: Journey Mapping, Service Blueprinting, Usability Testing, UserTesting.com, Problem Framing, Root-Cause Analysis
Collaboration & Facilitation: Miro, Mural, Design Thinking Facilitation, Executive Workshops, Cross-Functional Alignment
Standards & Practices: Accessibility (WCAG), Agile, Scrum, Systems Thinking, Continuous Improvement

PROFESSIONAL EXPERIENCE

Insight Global - Federal Home Loan Bank Cincinnati | *UX Designer* May 2026 - Present
Cincinnati

- Partnered with product, engineering, and operations leaders to craft cohesive future-state digital B2B experiences aligned with business objectives and delivery constraints.
- Built low- to high-fidelity prototypes to test concepts, accelerate stakeholder alignment, and guide implementation.
- Advised scrum teams and business leaders as a trusted design partner on interaction workflows and feature prioritization.

Sabbatical | *Construction General Contractor* Nov 2024 - Apr 2026

- Managed reconstruction of personal residence destroyed during Hurricane Helene.
- Authored building construction plans, specifications, and project schedules.
- Engaged with local government and Federal Emergency Management Agency (FEMA) to align with codes and secure funding.
- Selected and managed sub-contractors as necessary.
- Managed inspection and approval activities.

Wells Fargo Home Lending | *Lead Product (UX) Designer* Nov 2017 - Nov 2024

- Defined customer-centric UX strategies across digital banking and servicing platforms by synthesizing customer behavior data, usability research, and operational inputs.
- Led journey analysis workshops to reframe complex servicing challenges into clear strategic design direction for product, policy, and engineering decisions.
- Facilitated executive reviews using journey maps and low-fidelity prototypes to accelerate cross-functional alignment and prioritization.
- Connected experience improvements to measurable business outcomes, including increased digital application completion and reduced customer support demand.

- Advised senior stakeholders on risks, dependencies, operational trade-offs, and technical delivery constraints across complex customer workflows.

TEKsystems - Wells Fargo | *Interaction (UI/UX) Designer* Jan 2017 - Nov 2017

- Facilitated customer journey mapping and ideation workshops supporting community banking transformation initiatives.
- Led customer research (focus groups, usability testing, competitive analysis) and translated insights into experience recommendations.

Bloomin' Brands, Inc. | *Experience Design (UI/UX) Specialist* Jun 2015 - Nov 2016

- Introduced human-centered design and CX measurement practices across retail and hospitality digital experiences.
- Partnered with agencies and internal teams to define brand-aligned, customer centric journeys.
- Used behavioral and engagement data to optimize experiences and improve funnel performance.

The Vanguard Group | *Senior User Interaction (UI/UX) Design Lead* Jul 2000 - May 2015

- Led cross-functional design teams delivering multi-year, enterprise digital programs across web and mobile platforms.
- Established experience standards and governance improving consistency and scalability.
- Mentored designers and fostered a culture of customer empathy and continuous improvement.

EDUCATION

Mount Saint Mary's University | Bachelor of Science, Business & Finance

CERTIFICATIONS

Client Server Programming Certification, Chubb Institute • Certified Design Thinking Facilitator, LUMA Institute • Scrum Master Certified (SMC), SCRUMstudy • Notary Public, State of Florida