

# badoui minaise

LEAD PRODUCT DESIGNER, ENTERPRISE UX, DESIGN SYSTEMS

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## Summary

Lead Product Designer shaping complex platforms, design systems, and AI-enabled product experiences.

I bring clarity to ambiguous product ecosystems through systems thinking, high-craft interaction design, and close cross-functional partnership — creating scalable experiences that improve usability, consistency, and team velocity.

## Experience

**Wells Fargo** - Sr. Lead Product Designer / Experience Design Manager

Aug 2021–June 2026

- **Strategic Leadership & Ecosystem Vision:** Directed the end-to-end MVP launch for Wells Fargo Vantage, consolidating fragmented legacy workflows into a unified interface that reduced cross-platform navigation by 25% across 50+ enterprise products.
- **Experience Design Management:** Managed the end-to-end UX lifecycle, from research synthesis and stakeholder alignment to high-fidelity design and launch, while leading a team of 4 designers and maintaining product, brand, and accessibility standards.
- **Quantified User Impact:** Redesigned sign-on and onboarding journeys, achieving a 50% reduction in support call volume through improved usability and clearer user flows.
- **Operational Scalability:** Scaled the Pioneer Design System across 10+ teams and shipped 72+ reusable components, increasing engineering delivery velocity by 35% and ensuring accessibility compliance.
- **Innovation & Efficiency:** Defined AI-assisted interaction patterns for intelligent enterprise workflows, reducing average time-to-completion for treasury tasks by 30% and accelerating user time-to-value by 40% through automated onboarding triggers.

**Wells Fargo** - Senior Product Designer

July 2019–Aug 2021

- **Foundational Product Architecture:** Architected the foundational elements and interaction models for the Wells Fargo Vantage "North Star" vision and core experience principles.
- **Design System Contribution:** Designed and shipped 72+ core components for the Pioneer Design System, unlocking new workflows and improving development efficiency across the enterprise.
- **Accessibility & Quality Standards:** Embedded accessibility standards into global design system components, improving consistency and inclusive quality across 50+ enterprise products.
- **Cross-Functional Alignment:** Partnered with engineering and product leads to translate ambiguous requirements into an MVP experience that aligned with enterprise brand standards.
- **Stakeholder Engagement:** Presented design rationale and system strategy to senior stakeholders to drive execution and alignment during the initial platform launch.

**Sutter Health** - Visual Designer, Art Direction

Sept 2017–Aug 2019

- **Scalable Frameworks & Product Development:** Architected a unified brand system for cross-channel marketing and designed the 'Find a Doctor' and 'Find a Location' web experiences from the ground up, focusing on intuitive search and patient-centered navigation.
- **Operational Excellence:** Partnered with campaign managers, brand stakeholders, and development teams to streamline production workflows, ensuring visual consistency and brand integrity across all digital touch points.
- **Digital Brand Stewardship:** Led art direction for mobile-first experiences, aligning complex business goals with user-centered design principles under tight delivery timelines.

**Cisco** - UX Design Engineer

Sept 2014–Aug 2016

- **System-Level Collaboration:** Partnered with engineering leads to define feature priorities and strategic roadmap direction for Cisco's collaboration suite (Webex/Jabber).
- **End-to-End Product Design:** Led the design of comprehensive user experiences for high-stakes workflows, ensuring seamless connectivity across complex applications.

## Tools & Technologies

**Design:** Figma, Cursor, Claude Code, Google Stitch, Adobe Creative Cloud, Sketch, Figma Make

**Frontend:** HTML5, CSS3, JavaScript, React

## Education

**Art Institute of California - Los Angeles**

Interactive Media and Product Design - BS