

badoui minaise

PRODUCT DESIGNER, ENTERPRISE UX & DESIGN SYSTEMS

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summary

Product Designer specializing in complex, system-driven experiences across enterprise platforms, fintech, and cross-product ecosystems.

Leads end-to-end UX from strategy and research synthesis through user flows, prototypes, design systems, engineering handoff, and launch. Experienced in creating scalable, high-craft product experiences for high-trust domains including payments, developer platforms, onboarding, and AI-assisted workflows. Combines strong interaction design, visual craft, and systems thinking to simplify complex journeys and deliver cohesive experiences at scale.

experience

Wells Fargo - Principal Product Designer

Aug 2020–April 2026

- Led end-to-end design for complex enterprise UX, from strategy and journey definition through prototyping, engineering handoff, QA, and launch
- Defined experience strategy for Wells Fargo Vantage, establishing scalable interaction patterns and improving usability across 50+ products
- Designed system-driven solutions that balanced user needs, business requirements, and engineering constraints across a large platform ecosystem
- Led sign-on and onboarding redesign work, reducing call volume by 50% through clearer flows, improved usability, and reduced customer friction
- Scaled the Pioneer Design System across 10+ teams, improving consistency, delivery velocity, accessibility standards, and product quality
- Established a cohesive visual language and high-quality interaction patterns to ensure consistent brand expression across enterprise products
- Translated research insights, business goals, and technical constraints into intuitive user flows, wireframes, high-fidelity designs, and reusable patterns
- Defined AI-assisted interaction patterns for intelligent enterprise workflows, including contextual guidance, adaptive recommendations, and simplified task completion

Wells Fargo - Senior Product Designer

July 2019–Aug 2020

- Presented product vision, design rationale, and system strategy to cross-functional partners and senior stakeholders to drive alignment and execution
- Defined the Wells Fargo Vantage North Star, shaping future-state vision, interaction model, and core experience principles
- Defined visual direction, interaction patterns, and MVP experience, aligning with enterprise brand while elevating product quality
- Architected foundational elements of the Pioneer Design System, enabling scalable patterns across Vantage and 50+ enterprise products
- Designed and shipped 13+ components with product and engineering, unlocking new workflows and improving development efficiency
- Built scalable UI frameworks and contributed to design system evolution through reusable patterns and standardized components
- Partnered cross-functionally to translate ambiguous requirements into clear, high-quality user experiences

Sutter Health - Visual Designer (Art Direction)

Sept 2017–Aug 2019

- Led visual design and art direction for mobile-first digital experiences, aligning user needs with business goals
- Developed and scaled a unified digital brand system to ensure consistency across marketing and product touchpoints
- Delivered high-quality, user-centered designs under tight timelines in a fast-paced environment

Wells Fargo - Visual Designer

May 2015–Aug 2016

- Defined visual direction through mood boards, style tiles, and high-fidelity prototypes, guiding stakeholder alignment and product vision
- Led design of enhancements for Wells Fargo CEO, improving usability and overall experience quality
- Established and scaled style guide standards to drive consistency across an agile product environment
- Partnered closely with design and engineering to deliver cohesive, high-quality user experiences

Cisco - UX Design Engineer

Sept 2014–Aug 2015

- Contributed to the design of Cisco's collaboration products, including Webex and Jabber
- Partnered with product and engineering to define feature priorities and roadmap direction
- Designed end-to-end user experiences across videoconferencing workflows
- Created wireframes, prototypes, and interaction models for complex applications

design tools

Figma, Cursor, Claude, Adobe Creative Cloud, Sketch

education

Art Institute of California - Los Angeles

Interactive Media and Product Design - BS