



NATHAN G FELT

Product designer and creative leader with 12+ years focused on business impact through design innovation.



EXPERIENCE

- OCT 2021**
– PRESENT
Chicago, IL

Director of Product Design – GUARANTEED RATE

 - Hired design team and provided creative direction. Designed a unique wholesale solution within 4 months.
 - Assisted top executives with design strategy and direction.
- JUNE 2016**
– SEP 2021
San Francisco, CA

AVP Product Design – WELLS FARGO

 - Increased the homepage visitation by 15% over six months by redefining the experience for the highest-traffic Wells Fargo site.
 - Redesigned and worked with development to deliver a homepage solution that increased customer logins by 7.8 million after 4 months.
 - Enabled 6 million customers to make recurring monthly payments on their house loans by working collaboratively with enterprise partners to identify key gaps and revise the design of the Wells Fargo CLG payment experience.
 - Created a site that allowed more than 1 million mortgage customers to delay payment during the COVID pandemic.
 - Increased Digital Deposits sale revenue by 19% after leading team in defining requirements, researching potential solutions, defining strategy, and designing wells Fargo.com/ checking.
- SEP 2013**
– MAR 2016
San Mateo, CA

Senior Interaction Designer – JOBVITE

 - Worked on Agile team as the Lead UX for main platform. Redesigned the ATS, Reporting, and Admin experiences.
- AUG 2012**
– SEP 2013
Redwood City, CA

User Experience Engineer – ORACLE

 - Lead designer on Capital Project Management rewrite. Created platform-wide style guide and pattern library for the rebranded experience.
- JUL 2011**
– SEP 2012
Menlo Park, CA

Associate Interaction Designer – SKIRE

 - Lead designer for Unifier's Portfolio Project Manager. Created wireframes, site architecture and UX requirements. Implemented a redesign of their reporting and landing page.
- JUL 2010**
– JUL 2011
San Jose, CA

User Experience Design Intern – IBM

 - Created task flow diagrams, wireframes and user personas for the web-based content management tool.
- AUG 2007**
– JUN 2011
Muncie, IN

BALL STATE UNIVERSITY

M.S. Information & Communication Science
M.S. Clinical Psychology
- AUG 2002**
– MAY 2006
Marion, IN

INDIANA WESLEYAN UNIVERSITY

B.A. Psychology
B.A. Communications



EDUCATION



CONTACT

WEBSITE

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TOP SKILLS

Graphic Design
UX & UI Design
Interaction Design
Design Thinking
Rapid Ideation
Storytelling
Wire-framing
Mockups
Prototype
User Research
Accessibility
Web-Development
Creative Direction
Brand Development
Product Management



TOOLS

Sketch
Figma
Photoshop
Illustrator
Principle
Axure
Final Cut
Motion
InDesign
HTML/CSS
Javascript



RECOGNITIONS

2018 – Star Team Award WELLS FARGO

Nationwide award for high-achievement and leadership success

2013 – Webby Award

JOBVITE
Recognized for our design excellence
webbyawards.com