

GEORGE CORZINE

415.420.6335

corzine@me.com

OVERVIEW:

- Strong ability to identify trends, develop competitive strategies and drive execution
- An appetite is for future-friendly, transformative product and service offerings that keep the customer at the center of the digital, physical and cultural ecosystem
- Extensive experience in growing, leading, and managing interdisciplinary teams

EXPERIENCE:

UX Manager

Digital Customer Experience, Wells Fargo, 2015-present

I direct and manage an interdisciplinary team of 9 interaction designers, content strategists and visual designers. The entire enterprise retail experience team drives design and implementation for upwards of 400+ projects annually and is responsible for streamlining the customer journey across multiple platforms

- Directing design vision for product exploration, comparison, tools and collaboration features
- Partnering with business and technology partners to create a best in class user experience

Program Manager

Wholesale Technology Group, Web Framework and Banking-as-a-Service, Wells Fargo, 2013-2015

I spearheaded program development for Wells Fargo CEO's New Experience Redesign, galvanizing the strategic direction and framework creation for the front-end of 80+ BED applications.

- Leveraged resources with a \$3mm budget by introducing agile methodologies and a responsive web component-based JavaScript library for the multi-phased program

Mobile Design Manager

Retail Customer Experience, Wells Fargo, 2003-2013

I modernized Wells Fargo's online banking service as the design founder and manager of the mobile channel, setting direction and foundation for the user experience on the mobile website, applications (iPhone, Android, and Blackberry) and SMS Services for 14M+ customers daily.

- Positioned the organization competitively and achieved the rank as #1 in mobile banking in the US (Keynote 2011)

- Doubled customer satisfaction rating with a significant redesign of wf.com in 2011 by tracking issues to drive resolutions at the root-cause level with continuous iterative improvement in user experience

Customer Experience Architect

Scient, 1998-2001

I was a lead information architect and one of the first 20 UX professionals hired by the consulting firm with over \$100M of quarterly revenues. Advanced the customer experience with a defined design strategy benefiting clients ranging from startups to Fortune 500 companies.

- Guided the scope of deliverables in designing information architecture for large-scale web sites including prototyping to validate user requirements, focus group research and usability testing.

Interaction Designer, Art Direction

Purple Moon, 1996-1998

Designed the first social and community focused gaming applications and websites for girls incubated at Interval Research by HCI maven Brenda Laurel. Purchased by Mattel in 1999.

- Maximized results with the development of innovative design of titles, character, and interaction
- Original character design for the customer that varied in personality, behavior and appearance
- Facilitated a collaborative environment for development and feedback by executing visual design, storyboards and animation for interactive gameplay

SKILLS:

Task Analysis, Information Architecture, Strategic Planning, Agile Development, User Experience, Design Thinking, Brand/Art Direction, Usability, Prototyping, Interaction Design, Prototyping, Business Requirements, Design Systems and Standards, Team and Vendor Management

SOFTWARE:

Omnigraffle, Invision, Premiere, Sketch, HTML/CSS, Adobe, JIRA, Confluence, Microsoft Suite

VOLUNTEERING:

Frameline Board of Directors (2010-13)

EDUCATION:

BFA Fine Arts, Creative Writing, College of Creative Studies, University of CA, Santa Barbara