



Ashwin Christopher Pinto

Vice President | UX Product design Lead | Intricate Planner

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I am a creative problem solver, mitigator, product designer and big-picture thinker.

I conceptualize and provide solutions to complex usability problems.

I bring value and take ownership of products and processes. I am results oriented, pro-active collaborator, team player and always 'hands-on'. I bring 15+ years of team leadership experience and foresight. A never ending advocate for the user. I possess out-of-the-box thinking, a very open mind and have traveled 25 countries.

Employment History

WELLS FARGO

Vice President, UX Product Design Lead (Dec 2022 - Present)

- Ownership of the Apply workstream and the New Digital Deposits Experience. Subject Matter Expert (SME) for the Apply and New deposits/Onboarding user experience.
- Understand and engage with customers and other stakeholders on comprehensive set of topics, including strategy, roadmaps, and user journey performance.
- Build tight collaborative partnerships with Product Management and R&D to integrate and prioritize UX requirements into product roadmaps, key sprints and product reviews.
- Provide thought leadership and strategy in UX. Evangelize and deploy a user-centered design methodology by representing customer needs throughout the product development cycle, to create impactful, best-of-class digital experiences.
- I direct UX actions in support of the business goals of my own group and influence the broader objectives of UX leadership, choosing and deploying methods and approaches to effectively balance risk with business goals and further objectives.
- Work in a highly collaborative and inclusive fashion as a strategic partner with product management, and engineering to define both the long-term strategy and the short-term tactics for our experiences by grounding these decisions in user needs and insights.
- Successes: Patent and Intellectual property contributions.
Patent applications - (15/255,510), (16/429,612), (17/248,901) and (18/058,793)
Awarded Patent (10,949,921), for digital real estate office design (MRO, Mortgage, Home lending)
Awarded Patent (11,538,107) Dec 27, 2022 R&P Guide design

Sr UX Architect, AVP (Dec 2021 - Dec 2022)

- I define problem statements and design strategy with senior stakeholders for new/existing products.
- Create high quality user experiences that aim to help members make financial decisions through focused tasks.
- Socialize concepts and designs through multiple approvals and to all levels of leadership.
- I partner directly with multiple streams of content designers, researchers, product managers, analysts, and business stakeholders to develop collaborative approaches to user experience.
- Conduct first or second level interviews for managed resources.
- Mentor new designers and help them reach peak productivity faster.
- An SME and design owner of the entire Deposits product line with multiple cross-product dependencies

Sr UX Product Designer (Dec 2013 - Dec 2021)

- Worked with stakeholders at all levels from LOB and content strategy to business analysts and development.
- Designed interaction models for projects in the digital sales and application space for web and mobile.
- Interaction design, wireframes for mobile/web projects.
- Created prototypes as Proof of Concept and for user testing.
- Regularly validated / debunked / provided rationale and assumptions by putting my work in front stakeholders.
- Contributed to the design team's culture meaningfully through collaboration, feedback, and process iteration.
- Created impact with my ability to develop innovative patterns and systems that were durable, repeatable and set a new standard for interaction for the company.

TSYS (Total System Services, Inc, now Global Payments)

Director (UX) (Oct 2008 - Oct 2013)

- Very hands-on, creative Director (UI/UX), focusing on interaction design and product UI, usability and marketing deliverables in the New Product Development (NPD) group at TSYS.
- Managed an international offshore team of interaction/visual designers and front-end design experts towards the creation and usability of products and customer facing interfaces for various products.
- Successes:
 - Cookie-cuttering the UI prototype creation process and improved delivery times by 50% for my team.
 - Track record of designing and shipping best-in-class design concepts into products used by millions in the real world in the casino-gaming, retail and banking sectors.
 - Responsible for delivery of multiple financial products/projects, on or before time, under budget and to user/client specs.

INFONOX On the web (A TSYS Company)

Director Marketing (UI/UX) (Jun 2003 - Oct 2008)

- Worked directly with and reported to the company President/CEO. Daily interaction with various team directors and product VPs and dev towards the completion of various products/projects.
- Planning/production of entire multimedia and marketing OCVs (Operational Concept Visualizations) and testing prototypes.
- Managed an offshore UI/UX team (India) towards their daily deliveries
- Also responsible for the User-centric interaction design for all Infonox's web / mobile / self-service kiosk / ATM products.
- Produced IxD for many portfolio projects like Verizon wireless's billpay kiosk and many solutions for Western Union money transfer, gaming (casino) and financial payments software. Position also included wearing a marketing production and deliverables cap, co-ordinating events, trade shows and logistics of assets and making sure all deliverables were in place for trade shows. Production of collateral material for the company, managing the web, social media and updates, as well as a few of our partners websites and working with outside vendors.

INFONOX Software Pvt Ltd. (India)

GUI Team Lead (Apr 2000 - Jun 2003)

- Joined as a Junior Designer and within 3 years, rose to a senior position and team lead within the company.
- My primary work consisted of designing elements, interfaces and map out User Interactions in HTML, Photoshop and Flash/Macromedia/Shockwave, Dreamweaver and other tools. Worked in conjunction with team leads in the head office in Santa Clara, CA.
- Built design concepts into prototypes using standards compliant HTML/CSS. Translated design requirements into Flash and interactive media prototypes for testing. Worked with product and dev teams to ensure design consistency.

Education

MCM, Masters in Computer Mgmt
(Neville Wadia Institute Of Management
Studies and Research)
1998 - 2000

DAPRM, Public Relations and
Advertising Management
(SYMBIOSIS International University)
1997 - 1998

BSc, Bachelor of Science
(Nowrosjee Wadia College, Pune University)
1994 - 1998

Skills

- User Experience (UX), Interaction/Visual design,
- AGILE, Accessibility,
- Product management,
- Wireframing & Prototyping, Presentation skills / Public speaking,
- User testing, Mitigation,
- Social media,
- Team leadership,
- Time management,
- Soft skills.

Software

- Figma, Figjam, Invision, Sketch, Omnigraffle, Axure, Inkscape
- Adobe Creative cloud, (Ps, Ai, Acrobat, Pr, Id, Ae, Dw, Fl),
- MS Office Suite, Skype/Teams,
- Non linear video editing, ShotCut,
- Web: HTML5/CSS3,
- Can learn any required/proprietary software fast.

Extra Curricular

Outside of work, I have a lot of hobbies. I live to add value. My creative philosophy is, "If I can think it, I can do it". I've taught myself many useful skills. I can work on cars, I can weld, I am a cartoonist and can write too. I can work with fiberglass, sculpt wood, sketch, paint. I can plan and build anything mechanical or electronic. A bit like MacGyver from the 1980s TV show. Also an animal lover, chef and a Sci-fi nerd. I've traveled 25 countries. I speak 4+2 languages (English, Hindi, Marathi, Konkani, German and basic Russian.)