

Marylynn Berei

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Senior Lead Product Designer with 20+ years designing enterprise digital products within financial services, including Wealth Management, Merchant Services, and Digital Banking. Proven leader in UX strategy, design operations, design systems, and Agile transformation. Experienced partnering with executive stakeholders, product, engineering, and risk teams to simplify complex workflows and deliver scalable, customer-centered experiences.

PROFESSIONAL HIGHLIGHTS

- Led enterprise UX initiatives across Wealth Management, Merchant Services, and Digital Banking.
- Introduced Agile design practices across the Wealth Management design organization.
- Established enterprise design operations and governance processes.
- Led design across multiple Agile scrum teams.
- Championed accessibility and enterprise design standards.

PROFESSIONAL BACKGROUND

Wells Fargo – Merchant Services, Business Transformation

Senior Lead Product Designer

October 2022 – February 2026

- Led experience design for banker-facing Merchant Services platforms, shaping customer proposal, onboarding, risk profiling, and underwriting experiences from concept through delivery.
- Collaborated with cross-functional teams of designers, product managers, engineers, and content strategists to improve usability, streamline operational workflows, and support regulatory compliance across enterprise applications.
- Partnered with product, engineering, and risk stakeholders to align user-centered design solutions with enterprise transformation initiatives, balancing customer needs with business and technical goals.
- Aligned third-party applications with corporate brand guidelines, design standards, and WCAG accessibility requirements to deliver a consistent, inclusive, and compliant user experience.
- Designed and implemented a Kanban-based design operations process that reduced design intake bottlenecks, improved prioritization visibility across multiple product teams, and increased delivery predictability.
- Created executive reporting dashboards and workflow transparency that improved stakeholder visibility into team capacity, active initiatives, and delivery timelines.

Wells Fargo – Wealth Management

Senior Lead Product Designer

June 2020 – October 2022

- Led design teams across multiple wealth programs, including redesign of Investment Fiduciary Services, Brokerage Cash Services and OneWim efforts.
- Championed user-centered design practices across Wealth Management, increasing customer engagement and operational efficiency.
- Led cross-functional collaboration with product, technology, and security partners to deliver scalable, secure digital experiences.
- Led the introduction and implementation of Wells Fargo's collaborative Agile design practices across the Wealth Management design team, training designers and partners to improve cross-functional collaboration, accelerate delivery, and support organizational transformation.

Wells Fargo – Digital Channels Group - Experience Design

Lead Product Designer

May 2012 – June 2020

- Designed, launched, and evangelized a three-tier web maintenance program that streamlined the delivery of low- to medium-risk digital enhancements, significantly improving speed, efficiency, and delivery consistency.
- Designed and implemented the enterprise Information Architecture governance process, including a scalable workflow that enabled teams across the organization to request, track, review, and receive approvals for URL and site structure changes.
- Improved collaboration and transparency by creating a repeatable intake and approval process that simplified enterprise-wide information architecture management and supported consistent digital experiences.
- Led the redesign and mobile experience for Investment Fiduciary Services as part of a pilot initiative supporting Wells Fargo's Agile transformation.
- Served as the design lead across three Agile scrum teams, partnering closely with product owners, engineers, content strategists, visual designers, interaction designers, and business stakeholders to deliver customer-centered digital experiences.
- Helped establish collaborative Agile design practices that improved cross-functional alignment, accelerated delivery, and supported the successful adoption of new ways of working.

Duke Energy - Contract

Interaction Design

May 2011 – May 2012

- Designed, built, and managed SharePoint-based implementations to support the Corporate Compliance Department during Duke Power and Progress Energy merger. Efforts supported multiple lines of business, including the corporate and nuclear divisions

City of Charlotte - Charlotte Area Transit System (CATS)

Lead Designer

April 2006 – May 2011

- Led and executed highly visible web projects, integrating user-centered design throughout the City of Charlotte, including the Charlotte Area Transit System (CATS), Charlotte Douglas International Airport, Emergency Alert Systems, Charlotte-Mecklenburg Police Department, and Charlotte Fire Department.
- Designed and deployed CATS online trip planner in collaboration with City Engineering, GIS, and Senior leadership.
- Worked with Google Transit to deploy CATS trip planning and routes

CORE COMPETENCIES

Product Design · UX Strategy · Interaction Design · User-Centered Design · Design Thinking · Design Leadership · Design Operations · Information Architecture · Prototyping · Accessibility (WCAG) · Stakeholder Management · Design Systems · Agile · Cross-Functional Collaboration & Leadership · Design Governance · Enterprise UX

TOOLS

Figma · Axure · Jira · Kanban · Confluence · SharePoint · iRise · Microsoft Office · Microsoft Co-Pilot · Microsoft Teams

EDUCATION

Art Institute of Pittsburgh | Certificates in HTML and JavaScript
University of Akron | Completed two years of undergraduate coursework
Cleveland State University | Continuing-Ed HTML

RECOGNITIONS

Wells Fargo Accessibility Champion 2X
Wells Fargo Brand Champion
Wells Fargo Brand Steward