

J. IGNACIO ZAMBRANO

Senior Product Designer | Fintech & Digital Payments

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SUMMARY

Senior Product and UX Designer specializing in digital banking and payments, with deep experience designing complex money-movement experiences across Zelle, ACH, and wires. Combines product strategy, research, accessibility, and experience navigating technical and regulatory constraints to simplify complex financial workflows.

CORE EXPERTISE

Digital Banking & Payments • Product Strategy • End-to-End Product Design • Responsive Web Design • Interaction Design • Complex Workflows • Accessibility & WCAG • Quantitative & Qualitative Research • Usability Testing • Prototyping • Design Systems • Agile Product Development • Cross-Functional Leadership

EXPERIENCE

TRUIST

Senior User Experience Designer

Charlotte, NC | March 2021 - Present

- Led UX design for Zelle web for 5+ years, supporting 32% YoY growth in active clients, the highest among Truist digital payment products.
- Led end-to-end design for major Zelle enhancements, including Zelle Tag, transaction limits, enrollment, and payment experiences.
- Redesigned the experience for held Zelle transactions, contributing to a 42% reduction in related customer service inquiries.
- Designed and launched wire transfers for personal banking clients while improving existing experiences for business and wealth clients.
- Serve as an Accessibility Champion, embedding WCAG-aligned accessibility requirements and annotations into design deliverables and supporting accessible design practices across the team.
- Partner with product, engineering, and research to design ACH enrollment and payment-flow enhancements and a unified activity experience spanning digital payments.
- Led development of three original design patterns submitted for patent review and helped define reusable online-banking UX standards.

LPL FINANCIAL

Senior Consultant, UX Designer

Fort Mill, SC | June 2019 - March 2021

- Designed and launched a new client help experience that reduced call volume by 64% within the first two months of release.
- Led discovery, ideation, prototyping, and user testing for an advisor newsroom experience designed to strengthen engagement with LPL content.
- Managed a small design team and implemented a structured UX workflow spanning discovery, ideation, prototyping, and testing.
- Co-developed a design system to establish shared standards and improve consistency across LPL digital properties.

IMAGINE SOFTWARE

Software Designer

Charlotte, NC | July 2018 - June 2019

- Designed enterprise software experiences from user research and requirements through user flows, prototyping, interface design, and engineering implementation.

SNAPAV

Senior Designer

Charlotte, NC | August 2014 - June 2018

- Led digital and e-commerce design across product, marketing, and customer-facing experiences from early discovery through implementation.

EARLIER EXPERIENCE

Wastequip - Designer & Web Specialist | 2011-2014

Zapic - Designer / Founder | 2009-2011

Vision Metering - Graphic & Web Designer | 2005-2009

Creative Cubes - Graphic Design Intern | 2005

EDUCATION

UX Design Certificate - Springboard | 2018

Web Design - The Art Institute of Charlotte | 2009

Bachelor of Fine Arts - University of North Carolina at Charlotte | 2005

TOOLS

Design: Figma • Axure • Adobe Creative Suite

AI-Assisted Workflows: Microsoft Copilot • ChatGPT • Claude

Technical: HTML/CSS