JARON BROWNELL

Product Designer · Fintech

Orlando, Florida area · Remote
jaron.brownell@outlook.com · jaronbrownell.pages.dev

SUMMARY

Hands-on product designer with 25+ years in financial software, designing across web and mobile for consumers and the people who work at banks and credit unions. My work ranges from online banking and teller systems to AI-powered executive dashboards and the design systems behind them.

EXPERIENCE

Homeschool Essentials — 2023 – present

Design Director

- Lead design for a small consumer company, including a conversion-focused website redesign and ad creative for magazines and social media.

Fiserv — 1999 – present

Advisor, UX Design

AI insights for execs Design lead

- Led research and design from early concept to production for an AI-forward platform that scores client health across six dimensions for Fiserv executives, relationship managers, and account managers.
- Client and portfolio dashboards are in use at Fiserv, replacing manual spreadsheet reporting.
- Structured AI analysis into short, ranked text insights executives can scan in seconds.
- Designed and built, with Claude, a Figma plugin that replaces Figma's built-in variables editor with Excel-style editing.

Consumer banking and lending apps Design lead

- Led a team of designers and analysts redesigning online and mobile banking, at 18M sessions and 2M transfers a month, along with teller, customer record, lending, and account opening apps on a platform handling 81M transactions a month.
- Designed new member onboarding: a guided account opening flow consumers can complete on their own or with a branch employee.
- Studied tellers, new accounts representatives, and loan officers on site, and led feedback sessions with stakeholders and client users at least once a month.

Company card and expense app Design lead

- Redesigned a company card platform serving 160 financial institutions: card setup, transactions and receipts, expenses, approvals, and payments. Delivered complete design specifications.

Valencia design system Originator and design lead

- Grew from my winning entry in Fiserv's 2014 Innovative UI Design Contest, presented to the CEO and senior executive committee.
- Adopted by 100+ products, and a key factor in Aite Group's 2019 Best-in-Class core banking rating.
- Built brand, white-labeling, and accessibility rules with Global Brand and accessibility teams. Brought legacy First Data apps onto the system after the merger.

Fiserv Design Studio Design lead

- Recruited to start and lead an internal design agency. Sole designer on a prototype for an EZPass government contract bid.

Design leadership

- Mentored designers across teams, taught business units about design thinking and accessibility, and worked with teams across the United States, India, New Zealand, Australia, Poland, and Scotland.

Earlier at Fiserv Design lead, concept designer, UI developer

- Designed flagship apps and consulted with business units across the company.
- Originated EasyAccess, a proposal to unify 15+ financial transaction applications into one program. It became a core product, our interface to Fannie Mae and Freddie Mac.

Consultant — 1996 – 1999

- Rewrote AT&T's payment-exceptions product as part of Y2K fixes, processing 400,000 exceptions, or $500M, a month.
- Designed custom financial tracking software, marketing materials, and in-house software for small and large businesses.

SKILLS

Product and interaction design · Visual design · Web and mobile · Onboarding · Design systems · Data visualization · Prototyping · Usability research · Accessibility · AI-assisted design

TOOLS

Figma · Claude · Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere, After Effects) · HTML, CSS, JavaScript

EDUCATION

Oral Roberts University · Business Marketing, minor in Music