

Christina Segura

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SENIOR PRODUCT DESIGNER

With 10+ years of experience in UX/UI and Product Design, I am dedicated to creating user-centered solutions that improve people's lives and deliver measurable business value. As a collaborative leader and mentor, I thrive in environments that embrace innovation and I am excited to contribute to teams building impactful products for the future.

SKILLS & TOOLS

Process and Delivery:

- Accessibility (WCAG 2.2), competitive analysis, Design Thinking, discovery workshops, early-stage concepting, empathy mapping, engineering handoffs, functional requirements documentation, micro-interaction design, mobile first design, personas, product design, production-ready specs, rapid prototyping, responsive web design, sitemaps, usability testing, user experience design (UXD), user experience research (UXR), user interview insights, user-journey mapping, userflows, wireframes

Hardware and Software:

- **Expert:** Canva, Figma, Figjam, Google Workspace (Docs, Drive, Sheets, Slides, Extensions), Microsoft Office (Excel, PowerPoint, Visio, Word), Mural, Sketch, Slack, Social Media (Facebook, Instagram, LinkedIn, Substack, X/Twitter, TikTok)
- **Proficient:** Adobe Creative Cloud (Acrobat, Illustrator, InDesign, Photoshop), ChatGPT, Google Gemini, HTML & CSS
- **Working Knowledge:** Atlassian Suite (Confluence, JIRA), Claude Code Pro, Framer, Google AI Studio, Notebook LM, Supabase

EXPERIENCE

New Parkway Theater,

Oakland, CA

Visual and Marketing Designer (Volunteer)

July 2026 – Present

Partnered with Peachy Productions and The New Parkway Theater to launch a month-long event series fusing iconic dance films with live performances - 'Lights, Camera, Dance!'

- Led creative strategy and content planning for a month-long movie and live dance performance series, driving brand awareness and ticket sales of over 600 patrons
- Designed and published a dedicated campaign microsite that features interactive film schedules for 4 showings and 4 main artist bios to drive attendance and educate community attendees
- Created and managed an integrated social media schedule across Instagram and 5 digital channels, strategically pacing 20 posts, 15 reels, and 20 interactive stories to maximize reach

Ancestry,

Remote

Senior Product Designer

Nov 2021 – July 2026

Led UX experimentation across search and product discovery teams to optimize how over 3.5 million subscribers uncover and preserve their family history, unique record collections and DNA matches.

- Collaborated with the search team to redesign the search experience and deliver 20+ new UX features, which contributed to a 4.9% increase in search success rate by Q4 2025

- Directed over 45 end-to-end userflows, wireframes, and prototypes across core platforms to ensure seamless handoffs and on-time sprint delivery for 2 engineering teams of 17 people
- Conducted 20+ generative interviews and 15 prototype tests to validate storytelling features, driving 50+ redesigned experiences that increased views and acceptance rates
- Led the end-to-end design and launch of the 2025 Year in Review experience that increased completion rates to 80%, which was an 8% improvement over the 2024 experience
- Served on the PRIDE employee resource group (ERG) committee to drive organizational culture initiatives that increased employee engagement by 15%

Wells Fargo,

San Francisco, CA

Product Design Lead

Jan 2021 – Nov 2021

Led mobile first UX across banking, payments, and onboarding for 1 of the nation's largest financial institutions to drive research-backed feature design that boosted bill pay engagements.

- Led a UX team of 3 through the end-to-end redesign of the mobile Bill Pay experience, driving a 33% increase in online usage and a 20% reduction in paper checks
- Facilitated 2 user journey workshops and designed 4 storyboards to visualize persona-specific friction points, which got 7 stakeholders to buy-in and validate key design requirements
- Created 5 test plans and moderated 5 usability studies with retail customers, which led to a 90% pre-launch ease-of-use rating and 37 post-launch NPS with 56.3% user satisfaction
- Mentored and led a UX team of 2 that spanned mobile banking, payments, onboarding, and financial health-scaling design operations to align 3 cross-functional product roadmaps
- Partnered with 4 legal, risk, and compliance leadership members to ensure compliance across our 15+ Bill Pay and transactional flows, which decreased approval timeline delays

Charles Schwab,

San Francisco, CA

Senior Product Designer

Jun 2019 – Feb 2021

Led 2FA, identity security UX and dev portals for one of the world's largest wealth management and financial leaders, delivering 2 award-ranking digital experiences across millions of retail accounts.

- Designed and optimized the two-factor authentication (2FA) experience, which improved customer trust and loyalty and contributed to Schwab's #2 ranking for Best Overall Website in the brokerage and retail investing industry from StockBrokers.com and the Corporate Insight (CI) report
- Redesigned and rolled out a streamlined 2FA experience by analyzing 150+ support call trends, reducing ticket volume by 22% across 10.7M+ users
- Led the end-to-end UX redesign of Schwab's API developer portal and administrative dashboard, which streamlined authentication flows to drive developer engagement and enhance digital self-service support for over 75k external partners in the financial industry
- Partnered with design systems team to document standardized, 2FA component libraries, which streamlined adoption and drove UX consistency across multi-product design teams

Wells Fargo,

San Francisco, CA

Digital Experience Designer

Jun 2017 – Jun 2019

Drove UX design within the Mobile Innovation team, spearheading conversational AI and voice-activated experiences that streamlined 12 daily banking tasks, including bill pay and transfers.

- Partnered with Apple to design and launch real-time iMessage banking support, enabling 33M+ retail customers to resolve account inquiries on mobile
- Collaborated with internal customer service teams to audit existing agent workflows and dashboard tool (Nuance) to establish 4 secure identity verification and data-intake flows

- Led design QA and UAT defect resolution for the banker chat platform, to deliver 5 interaction specs for chat intents and expiration states that ensured seamless production performance
- Partnered with Amazon to architect and pilot an Alexa Voice Banking Assistant by designing intuitive voice user interface (VUI) that enabled 5-7 daily banking tasks, hands-free
- Architected 2 end-to-end onboarding and device-pairing flows between Alexa and Wells Fargo, collaborating with Content Strategy to define dialogue patterns and conversational intent models

Razorfish (aka Publicis Groupe),

San Francisco, CA

Customer Experience (CX) Designer

Feb 2015 – Apr 2017

Designed over 10 enterprise digital products, marketing platforms, and interactive experiences for Fortune 500 enterprise clients across the agency.

- Owned the UX redesign of HP's Partner Locator across 170+ countries, which streamlined search and map navigation to boost high-tier, specialized partner discovery for 150K+ resellers
- Partnered with Walmart UX to lead 2 discovery workshops and redesign the Walmart.com shopping cart, driving an 11% lift in product visibility and a 15%+ increase in purchase intent
- Designed an interactive in-store retail app for T-Mobile to capture real-time customer switch stories that translated testimonials for digital displays to increase in-store buyer conversions
- Spearheaded UX wireframing, prototyping, and usability testing for the Honda Helper dealer dashboard that established intuitive real-time messaging, vehicle inventory lookup, and customer screen-sharing flows

EDUCATION

DesignLab,

Online

Certificate in Vibe Coding

Jun 2026

- AI code fluency for designers and product managers

Academy of Art University,

San Francisco, CA

Masters of Fine Arts (MFA) in Computer Arts New Media**Columbia College,**

Chicago, IL

Bachelor of Arts (BA) in Communication Arts, Journalism