

LIZ HEWELL GARRETT | SENIOR PRODUCT DESIGNER

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SUMMARY

Data-driven Senior Product Designer with extensive experience solving complex ambiguous problems with intuitive and delightful solutions in the financial services space. A curious generalist with a growth mindset who thrives in cross-functional collaborative teams and creating consistent experiences backed by data while advocating for the user.

SKILLS

Design Systems | UX Design | Visual Design / UI | Interaction Design | Game Design | Information Architecture | Creative Direction | Systems Thinking | Journey Mapping | Wireframing | Prototyping | User Testing | A/B Testing | Figma | Adobe Creative Cloud

WORK EXPERIENCE

Principal Designer, Design Director II

04/2022 - 10/2023

Truist, Remote

- Built out a multi-disciplined design team with a focus on growth, autonomy, and collaboration while delivering world-class end-to-end experiences tackling a range of innovative projects, including personal financial management, gaming, and blockchain.
- After the Long Game Savings acquisition, led the redesign for Truist Long Game post-acquisition, including a rebrand, new user journeys for Truist Bank accounts, new messaging, and refreshed content resulting in the app maintaining a 4.8 app store rating, boosting engagement, and driving new client acquisition. The app has a 65% 3-month retention rate with an average of 4.8 days per week of engagement and has deepened relationships with existing clients through new accounts opened, increased savings, and increased direct deposit adoption through game mechanics.
- Designed innovative product and feature pitches for various lines of business within the bank based on competitive analysis, quantitative data, and business needs in an effort to bring iterative improvements to the digital experience.

Product Designer, Senior Product Designer, Design Director

05/2017 - 04/2022

Long Game Savings (Acquired by Truist in 2022), Remote

- Designed the end-to-end mobile experience of Long Game Savings, adding in game mechanics such as bite-sized savings missions, levels, streaks, trivia and a progression map.
- Collaborated with the game designer to create the gameplay experience and direct the art of our games while managing a remote creative team. Created 40 games, a personalized progression map that drove 25% user savings growth with industry-defying low CAC bank conversions and average user engagement of 4.5 days per week.
- Optimized the onboarding flow for a strategic shift to B2B user acquisition supporting multiple partner banks integrating into our ecosystem.
- Developed a financial trivia feature rewarding users for learning financial literacy while positively reinforcing smart financial savings behaviors.

Product Designer

11/2015 - 01/2017

TipTalk Inc., San Francisco, CA

- Designed, prototyped, and collaborated with the product and engineering team to ship high-fidelity designs of new features for the mobile and browser experience.
- Rapidly iterated based on consumer feedback and metrics. Re-defined the style and direction of the brand.

EDUCATION

Bachelor of Arts, Double Concentration of Graphic Design & Painting

Graduated Magna Cum Laude, Vice President and Director of Communications for the AIGA student group.

Anderson University, Anderson, SC

CERTIFICATIONS & COURSES

Mastering Leadership Dynamics | Truist Leadership Institute, July 2023

Design Leadership Fundamentals I | Design Dept, December 2022