

Luis Rabines

UX Designer - Charlotte, NC

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Senior UX Designer with 8+ years of experience designing complex digital products across fintech and enterprise environments. Expert in interaction design, UX strategy, and cross-functional collaboration to deliver intuitive, customer-centered experiences.

WORK EXPERIENCE

Regions Bank - Senior Product Designer

2025 - Present

- Partnered with product, business, engineering, and security stakeholders to define and shape strategic initiatives across Regions' Safety & Security ecosystem, helping establish future-state digital experiences that support long-term customer and business goals.

Ally Bank - Senior User Experience Designer

2021 - 2025

- Led a redesign of Ally's self-directed trading interface using Figma and user testing insights, resulting in a more intuitive flow and a reduction in trading errors. As a result, the enhancements have led to a significant increase in the number of completed trades per session.
- Spearheaded a user-centric design initiative at Ally's TM Studio, conducting 50+ interviews and usability tests to validate a simplified investment concept. The TM Studio project has now launched as a new investment account option, improving accessibility to the market for beginner investors.
- Designed user-centric financial tools, including Spending Bucket and Customer Spending Visualizations for the Bank and Deposits team, enhancing financial transparency and elevating the overall user experience for bank customers.
- Actively contribute to Ally's evolving design system, proposing component enhancements and accessibility improvements aligned with WCAG and the latest Web and Mobile design guidelines.
- Developed and implemented a framework that empowers designers to approach problem-solving through the principles of Interaction Design (IxD). As a result, it has impacted the team's strategic design solutions.

The Hartford - Product Designer UX, UI

2020 - 2021

- Partnered with the CX team to conduct user interviews and usability testing, ensuring data-driven design decisions that address key business challenges and enhance the user experience.
- Approached complex design challenges with a systems-thinking mindset, crafting user flows, site maps, and interactive prototypes to create a more intuitive and engaging experience for the MyBenefits web portal users.

SKILLS

Design Tools: Figma, FigJam, Sketch, Lottie, Adobe CC (Illustrator, Photoshop, After Effects, XD), ProtoPie

UX Expertise: Wireframing, Prototyping, Interaction Design (IxD), UX Strategy, Information Architecture (IA), Human-Centered Design, and Accessibility (WCAG)

Code: HTML, CSS, JavaScript, PHP, WordPress, Webflow, Framer

EDUCATION

Southern New Hampshire University - Bachelor's - Graphic Design & Media Arts - UX Design Concentration

Full Sail University - Bachelor's - Digital Arts & Design