

Jahlisa Misenheimer

PRODUCT DESIGNER

✉ jahlisam1013@gmail.com

☎ (980) 825-0421

Portfolio

sketchtoscreens.com

Employment History

Sr. Product Designer, Regions Bank

Jul 2025 — Present

Shaping a more intuitive, personalized, and accessible digital banking experience.

- Led the end-to-end design of a new mobile onboarding experience, contributing from early research and concept validation through workshops, user flows, prototyping, testing, and final UI design. Facilitated cross-functional workshops to align teams around customer needs, explore opportunities, and shape product direction. Designed and supported mobile and web experiences across multiple digital banking initiatives, balancing customer needs, business goals, and technical requirements.
- Collaborated with the Design System team to define dark mode colors and establish guidance for consistent implementation across digital experiences.
- Created developer guidelines for enlarged fonts and type scaling within the mobile experience to support accessibility and maintain design integrity.
- Partnered closely with product, research, development, and design teams throughout the product lifecycle to deliver cohesive user-centered solutions.

Sr. Product Designer, Truist Bank

May 2021 — Jul 2025

Instrumental in the design and successful launch of the brand new Truist mobile experience.

- Designed optimized user journeys and captivating interfaces for an enhanced mobile banking experience.
- Facilitated monthly design thinking workshops to drive alignment on user needs, co-create strategic product ideas, and prioritize innovation opportunities.
- Defined and evolved the mobile experience strategy for Truist by crafting user journeys and prototypes grounded in research, usability data, and stakeholder input.
- Established new design components in line with system updates, ensuring smooth integration and top performance.
- Launched an in-office innovation lab focused on virtual reality, organizing VR demos for executive board members to showcase its transformative potential.
- Developed and managed the mobile design system for Truist's auto loan subsidiary (RAC Mobile), enhancing brand perception, building trust, and boosting customer loyalty.

- Created a quick view balance widget that gained rapid adoption, with 64,000 users enabling it within the first two weeks of launch.
- Increased new and linked account engagement by 11% within the first week of access improvements.
- Inventor of 2 patents in augmented reality for banking, showcasing a commitment to pioneering innovative digital experiences.

Principal Product Designer, Bank of America

May 2020 — May 2021

Contributed to impactful initiatives and achieved remarkable results in making consumers feel more confident managing their security needs.

- Launched an MFA mobile app and online security dashboard used organization-wide.
- Co-created the security strategy roadmap by facilitating discovery workshops, aligning stakeholders on core problems, and reframing challenges through user-centered research.
- Created a streamlined onboarding process, reducing completion time by 45%.
- Collaborated with senior business leaders and technology teams to define strategic vision and usability objectives, maintaining alignment across complex roadmaps.
- Expertly managed style guides and oversaw multi-platform implementation, ensuring consistency across all channels.
- Served as a strategic design partner across lines of business, guiding teams through ideation, concept testing, and user value mapping.

Principal Designer, Wells Fargo

Jun 2019 — May 2020

Transformed risk management by creating an efficient platform for tracking, assessing, and mitigating risks with accuracy.

- Launched a dedicated platform for managing financial and business risk, providing a streamlined solution for organizing critical information.
- Collaborated closely with business analysts, risk managers, and development teams to gather requirements, offer design recommendations, and deliver tailored solutions that met specific needs.
- Developed a new design system for the enterprise platform, aligning with the WF brand and adhering to established UI patterns and guidelines across business lines.
- Received positive feedback for creating an innovative UI design that improved usability, making the platform visually appealing and intuitive for users.

UX/UI Designer, Kroger

Jan 2019 — Jun 2019

Changing the way big box stores manage their inventory and day to day sales.

- Played a pivotal role in designing and implementing an internal product inventory system specifically tailored for grocery store managers to improve efficiency and streamline operations.
- Designed a seamless workflow for creating and executing sales campaigns driving revenue growth and optimizing marketing efforts.

- Actively contributed to the expansion and enhancement of Krogers corporate design system ensuring consistent and cohesive branding across multiple touch points.
- Conducted developer checks to ensure the final product aligned seamlessly with proposed UI designs reducing development time and enhancing user experiences.
- Collaborated with scrum teams performing testing and quality assurance of websites providing valuable feedback to optimize performance and user experience.

UX/UI Designer, Black + Decker

Aug 2018 — Dec 2018

Increased brand awareness and contributed to a successful product launch through my design expertise and creative vision.

- Increase brand awareness and contributed to a successful product launch through my design expertise and creative vision.
- Designed landing pages to highlight product features and drive sales.
- Designed mobile app experiences that supported two different end users.
- Collaborated with a remote team and articulated creative ideas to ensure graphic solutions were consistent with brand and style guidelines.
- Created motion graphics to illustrate concepts clearly and visually to developers.
- Created animations to enhance web/app experience and interaction.

Lead Instructor of Design, Rowan Cabarrus Community College

May 2016 — Jun 2018

Established a new curriculum around graphic design while educating students about the importance of technology.

- Established a new curriculum around graphic design while educating students about the importance of technology.
- Served on design programs advisory board.
- Coordinated lab workshops and student internships.
- Wrote creative briefs and collaborate with design instructors to ensure all briefs are complete and well-rounded Developed new courses and advised standing curriculum.
- Advised students on the course registration process and job opportunities.
- Conducted creative research while creating dissemination activities.

Patents

Augmented Reality - Financial Literacy

Feb 2024

Patent Number: US-20240054905-A1

This AR-assisted gaming app encourages users to build financial literacy, create healthy spending habits, and set achievable financial goals through a gamified experience.

Augmented Reality - Interactive Loans

Apr 2024

Patent Number: US-20240112416-A1

An interactive loan feature that allows users to scan a car or home with their phone's camera to instantly reveal loan and qualification details as an interactive overlay.

Education

Bachelors of Science, North Carolina A&T State University

Jan 2013 — May 2016

Courses

Accessibility Fundamentals; Disabilities, Guidelines, and Laws, Deque University

Oct 2023

Designing an Accessible User Experience, Deque University

Oct 2023

Visual Design and Colors, Deque University

Nov 2023

Skills

UX/UI Design



Wireframes



Prototyping



Collaboration



Innovation



Design system management



User flows



Research



Workshop development

