

Clay McGowen Richardson

6313 Lebanon Road Charlotte, 28227

704-517-6026

claybirdrichards@gmail.com

[LinkedIn](#)

Portfolio: <https://www.clayrichardson.com/>

Profile

Design leader focused on building and mentoring high-performing teams of Product Designers and Content Strategists. Drives innovation, establishes scalable design standards, evolves team processes, and partners with business stakeholders to deliver exceptional customer experiences through a strong user-centered design practice.

Skills & Experience

- 35+ years in visual, product, and interaction design, 18+ years in digital banking
- Leadership experience managing highly complex financial design projects and mentoring designers
- Strong communication, collaboration and stakeholder-relationship building skills
- Design thinking, journey mapping, task flow analysis, user-centered design, Accessibility (A11Y), financial application design and development, and related customer experience methodologies and best practices
- Usability research, iterative design, Agile/Scrum practices
- Advanced proficiency in Figma, design system design and management and rapid prototyping and delivery techniques
- Proficient in Microsoft Office Applications, JIRA, PEGA and Salesforce integrations

Certifications

- Google AI Essentials (2026), Google AI Professional (2026), Claude Code (2026)

Professional Background

Wells Fargo – Merchant Services, Business Transformation

Experience Design Senior Manager

April 2024 – February 2026

- Led experience design strategy and execution for banker-facing merchant services platforms, supporting customer proposals, onboarding, risk profiling, and underwriting workflows.
- Managed and mentored cross-functional design teams, driving improvements in usability, operational efficiency, and regulatory compliance across enterprise applications.
- Partnered closely with product, engineering, and risk stakeholders to align experience design with enterprise transformation initiatives.

Wells Fargo – Digital Channels Group

Senior Design Manager

May 2016 – April 2024

- Directed design initiatives and teams across multiple enterprise programs, including Alerts Center/Inbox redesign, Security Center, IFS Trust, and Message Modernization.
- Championed user-centered design practices across digital banking channels, increasing customer engagement and operational efficiency.
- Led cross-functional collaboration with product, technology, and security partners to deliver scalable, secure digital experiences.

Wells Fargo – Digital Channels Group

Senior Product Designer

May 2009 – May 2016

- Designed and delivered core customer-facing banking experiences, including Message Center, Alerts Center, Make an Appointment, Inter-FI Transfers, and IFS Trust.
- Built 28 interactive usability-testing prototypes to validate product direction and improve customer experience outcomes.
- Created and maintained shared component libraries, increasing design consistency and team productivity.
- Mentored junior and mid-level designers in prototyping best practices and supervised contract designers.

Bank of America – CRM Services

Senior Usability Engineer & Interaction Designer

June 2006 – July 2008

- Contributed to the design and development of internal banker-facing platforms, including the CRM Portal, P2P Portal, and Balanced Business Scorecard.
- Applied usability engineering and human-centered design principles to streamline workflows, improve efficiency, and drive user adoption.

Richardson Marketing B2B

Principal and Creative Director

January 1991 – June 2006

- Account management for technical and strategic stakeholders with Fortune 500 companies
- Planning and execution of MARCOM strategies for manufacturers and defense contractors

Education

Berklee College of Music, Boston MA

09/79 – 06/81

Major: Music Theory, Composition, Arranging

Central Piedmont Community College, Charlotte, NC
09/81 – 12/83
Major: Political Science, Paralegal

PERSONAL BACKGROUND

Drummer, writer, arranger, Capitol Records
Grammy Nominee 1990
North Carolina Music Hall of Fame inductee 2003
2nd degree black belt, Hapkido