

Christine Fitzgerald

SENIOR EXPERIENCE & PRODUCT DESIGN | 617.365.7027 | CLFITZGERALD@MAC.COM | CFITZGERALDDESIGN.COM

SUMMARY

Senior Product and Experience Designer with deep expertise in enterprise-scale digital experiences across financial services, healthcare, and technology. Combines product strategy, interaction/visual design, systems thinking, and user research to turn complex business and customer needs into intuitive experiences, including AI-driven and conversational interfaces. A trusted cross-functional partner skilled at leading through ambiguity and aligning stakeholders in highly regulated environments.

CORE SKILLS

- Product & UX Design | UI Design | Design Systems
- Conversational AI Design | AI-Assisted UX
- Prototyping | Journey Mapping | Interaction and Visual Design
- User Research & Testing | Data-Informed Iteration | Accessibility
- Cross-Functional Leadership | Stakeholder Alignment | Agile Product Development
- Tools: Figma, Adobe Creative Suite, Microsoft Office, Lovable, GitHub, Copilot, Claude Code, Jira

EXPERIENCE

Rightfrog Design, LLC

PRINCIPAL | CURRENT

- Design end-to-end digital experiences for local small businesses, including information architecture, user flows, concepts, prototypes, and production-ready websites
- Create brand identities and marketing materials with a focus on accessibility and customer-centered communication

Total Expert, Inc.

SR. MANAGER, PRODUCT DESIGN | SEP 2022 – FEB 2025

- Pitched the concept for the company's first mobile app, winning executive buy-in and securing funding to launch the initiative
- Owned UX strategy and hands-on design for CRM web/mobile applications, from concept through production
- Partnered with product management and engineering to define product vision, prioritize features, and shape the roadmap
- Led design direction across product initiatives, aligning cross-functional partners and mentoring designers on the team
- Facilitated research and iterative feedback sessions to surface user needs and validate design decisions
- Defined design operations, including process, tracking, and review cadence, to scale design quality and team efficiency as the organization grew
- Spearheaded creation of a web and mobile pattern library, driving consistency and efficiency across teams

PRODUCT DESIGN MANAGER | MAR 2021 – SEP 2022

- Led research, design, and prototyping for new features and experience enhancements
- Partnered with cross-functional teams to improve user workflows and overall product strategy
- Contributed to the definition and adoption of a shared design system

Bank of America / Merrill Lynch

DIRECTOR, DIGITAL CHANNEL MANAGER/PRODUCT CONSULTANT | OCT 2018 – MAR 2021

- Defined and shaped advisor- and client-facing digital experiences within Merrill platforms
- Partnered with UX, business and technology teams to modernize digital offerings and improve usability
- Secured stakeholder alignment and funding by articulating clear experience vision and business value
- Guided initiatives from early vision through delivery, balancing customer needs, business objectives and technology considerations

SVP, DESIGN DIRECTOR/PRINCIPAL DESIGNER | JUL 2015 – SEP 2018

- Led experience design across Bank of America and Merrill web and mobile portfolios, providing direction to a large multidisciplinary team of designers and content strategists
- Built and led the AI-focused UX team that launched Erica, Bank of America's AI-driven virtual Assistant, helping define how customers interact with intelligent, conversational financial tools
- Designed and established scalable patterns for guided assistance, personalization, and AI-driven user flows across multiple lines of business
- Balanced usability, customer input, business requirements, and the demands of a highly regulated financial environment while establishing new interaction approaches for emerging technology

Anthem, Inc. (formerly Wellpoint)

DIRECTOR, CREATIVE SERVICES, USER EXPERIENCE | JUN 2014 – JUN 2015

- Led UX design across web and mobile platforms, streamlining complex healthcare tasks into user-centered experiences
- Spearheaded the redesign of Anthem.com through research, vision workshops and prototyping
- Collaborated with business and technical teams to optimize user-centered sales and client experiences

Bank of America

SVP, DESIGN DIRECTOR II | AUG 2011 – MAY 2014

- Led UX strategy for digital sales and service experiences spanning banking and investing customers across online and mobile
- Led Future State Design portfolio, bringing business, marketing, design, and technology together to establish experience vision and strategy for enterprise initiatives
- Directed design through a major brand rollout and helped establish consistent patterns and experiences across multiple digital products and brands

SVP, DESIGN DIRECTOR | JAN 2010 – AUG 2011

- Directed design and content for the launch of new Merrill Edge platform, defining online sales and onboarding experiences while introducing new brand

- Partnered closely with business and marketing teams to develop digital sales strategy and convert business objectives into compelling user experiences

VP, VISUAL DESIGN MANAGER | MAY 2008 – JAN 2010

- Delivered cohesive cross-brand visual design experiences in partnership with interaction designers and engineering
- Partnered with technology, business and legal teams to navigate the Bank of America/Merrill Lynch merger and define cohesive, cross-brand experiences

ADDITIONAL EXPERIENCE

Fidelity Investments | Senior Interactive Designer

Brookstone | Web Designer

EDUCATION

Bachelor of Arts, English Composition and Literature | Fairfield University

VOLUNTEER

Standish Humane Society | Direct Cat Care Volunteer