



Oneka R. Williams

Senior Experience Design Leader

[linkedin.com/in/oneka-williams-9b036a2](https://www.linkedin.com/in/oneka-williams-9b036a2)
Portfolio: www.orwweb.com PW: Pwgrace1

orw71@yahoo.com
(770) 873-2467

Professional Experience

- (UX/UI) Experience Design Management
- Thought Leader
- Design Thinking Methodologies
- Innovator & Strategist
- Design Coaching & Mentoring
- Design Systems Integration
- (UX) Information Architecture
- (UI) User Interface Design
- ADA Compliance Inclusion Accessibility
- Agile/Safe Agile and Scrum
- Responsive Design / API Applications
- Content Management Solutions
- eCommerce Solutions
- Marketing Site Design

Truist Bank (Commercial CIG - Information Reporting), Atlanta, Georgia

SVP Experience Design Director II- (09/19/2022 – present)

Truist OneView web and mobile experience for Commercial clients and teammates. Leading the Information Reporting XD team for to innovate solutions to migrate clients over to the Truist OneView platform. Leading efforts for transferring the Information Reporting functionality from Digital Treasury & Treasury Manager. Also leading all XD efforts for onboarding and migrations of Truist Commercial clients.

Areas of focus:

- I represent Experience Design as a Core Leader for Commercial CIG for Information Reporting. The leadership team is comprised EXD Directors and Managers, Product Managers and System Architects leaders where we collaboratively drive client-first and user-experience decisions. Accomplished across positions of increasing responsibility.
- Manage and support UX/UI designers, UX Researchers, Content Strategist
- Conduct yearly and mid-year reviews / Team bonus calibrations with the XD leaders.
- Mentoring and tracking potential growth. Scoping managing UX, UI, UXR, CS delivery work (epic's/features)
- Peer with Group Product Manager to plan work.
- Partnered with Business Owners, Product Owners/Dev Leads/ Dev Architects to define the scope and timing of implementation.
- Conducted design thinking sessions for Interactive Tables, Dashboards, and ADA Annotations inclusive of entire XD team and Product Managers.

Commercial XD Design Patterns (UX/UI)

Established UX | UI pattern process to help with addressing inconsistency with in the OneView platform. Also, to allow for the entire XD team to align and create consistent design functional behaviors and visual language across the Truist OneView platform designed experience and to enforce awareness and collaboration while designing.

- Established review sessions for UX/UI to bring new and existing needs for patterns to be cultivated by looking jointly an touch points and working through how the item can be reused across the platform.
- Established approval processes with the entire team to provide feedback on the final decision on incorporating the design into the Commercial XD pattern library.

ADA CIG Commercial Design Lead

- Ensured the entire Commercial XD team members are Deque ADA design certified and trained to ensure our experiences are accessible.
- Established review sessions for UX/UI to bring work for review for feedback.



Oneka R. Williams
Senior Experience Design Leader

[linkedin.com/in/oneka-williams-9b036a2](https://www.linkedin.com/in/oneka-williams-9b036a2)
Portfolio: www.orwweb.com PW:Pggrace1

orw71@yahoo.com
(770) 873-2467

Truist Bank (Wealth Digital), Atlanta, Georgia
SVP Experience Design Director - (12/2020 – 09/19/2022)

Areas of focus:

- Wealth Truist bank authenticated experience – mobile app | web responsive, Truist Invest – Robo Advisor experience (previously Brightfolio), Truist Trade, Planning experience, Investment Portfolio experience, Document Center | document exchange experience.
- Digital Commerce Support – Client onboarding

Accomplishments:

- Partnered with leadership to establish budgets for funding team role resources.
- Managed all work assigned to UX | UI | UXR | CS team members.
- Created work plans and scoped timelines for Experience Design Team(s) work assignments.
- Organized and established process for UX/UI integration into Safe Agile scrum teams.
- Drove client first experience design and enforced digital style guidelines and ADA Compliance guidelines for all projects.
- Organized stakeholder communications to promote ADA Compliance understanding and importance for Truist Applications.
- Reviewed web style guide documentation guidelines for developmental usage and agency usage when out sourced.
- Managed all experience design layer relationships with external vendor/FinTech (Blend/Black Rock Future Advisor/Yodelee/Refinativ).
- Successfully led leadership team inclusive of UX/UI Principals, Senior UX Designers/ UX Designers, Senior UI Designers/UI Designers) UX Researcher, Content Strategist.

SunTrust Bank (Mortgage & Robo Advisor), Atlanta, Georgia
FVP Senior Experience Design Manager - (03/2017 – 12/2020)

Areas of focus:

Private Wealth Investment Digital Investment Parity, Document Center (All Consumer Platforms), Micro-moments (All Consumer Platforms), SunTrust Brightfolio Investment - Robo Advisor Application, SunTrust Mortgage Application, SunTrust Mortgage Teammate Dashboard Applications, etc(s)

Accomplishments:

- Established interviewing and hiring processes for candidates working with resource vendors.
- Develop team onboarding processes.
- Managed teams of (3 – 12) UX Managers, UX Designers, UI Designers, Prototype Developers, UX Researchers.
- Evangelized Experience Design across various parts of the organization to build working relationships.
- Scaled and scoped UX projects (Responsive Web to Mobile App).
- Organized and established process for UX/UI integration into Safe Agile scrum teams.
- Established cadence and work intake processes for UX/UI workflow with Product Managers, Product Owners, BA's and Development.
- Established UX processes and structure into development Agile (Scaled) process to have UX assigned task placed in Rally and Version One tools.



Oneka R. Williams
Senior Experience Design Leader

[linkedin.com/in/oneka-williams-9b036a2](https://www.linkedin.com/in/oneka-williams-9b036a2)
Portfolio: www.orwweb.com PW: Pwgrace1

orw71@yahoo.com
(770) 873-2467

- Managed T-shirt sizing exercises representing UX with boarder scrum team.
- Managed all work intake from value streams to assigned work to UX/UI team members.
- Facilitated design collaborative working sessions (brainstorming/game storming/design thinking)
- Led to ensure newly designed applications were ADA Compliant from internal to external vendor platforms as well as documentation (PDF's). (Brightfolio Investments).
- Organized stakeholder communications to promote ADA Compliance understanding and importance for SunTrust Applications.

Home Depot (Online – Digital Experience -DX), Atlanta, Georgia
Senior User Experience (UX) Architect – (03/2015 – 03/2017)

Accomplishments:

- UX Architect for PLP (Product List Page) (01/2016 - Present) and My Account (Lead Architect) (03/2015 – 01/2016) work streams (Agile environment).
- During the site redesign process, continuously created design layouts (iteratively) and prototypes to conduct moderated and unmoderated user test to capture user feedback to help influence design decisions.
- Architected and designed the default version of PLP Product Pod for grid and list views standards inclusive of establishing product image sizes per breakpoint, fonts sizes per breakpoint, positioning of elements within the pod
- Continuously collaborate with Business Owners, Product Managers, and Front/Back End Development teams to work through various PLP design scenarios in relation to the PLP experience.
- Led the efforts for the Appliance Product Pod templated approach.
- Led UX Architect for the beginning efforts for the redesign of the My Account Experience to perform responsively for the desktop, tablet, and mobile platforms.
- Designed solutions that supported the OGSM goals that were reported at top priority to executive leadership.
- Competed and won team level hack-a-thon during Home Depot's Austin Data Center.
- Completed Scaled Agile training and a certified Scaled Agile Framework Agilest (SA) 08/20/2015.
- Led UX Architect in the processes to both enhance and establish SAFE Agile Methodologies into the My Account Work Stream.
- Completed CSS and Intermediate HTML & CSS (Treehouse.com / General Assemblies)

Additional Relevant Work Experience

AT&T Mobility (Retail User Experience & Innovation), Alpharetta, Georgia
Lead - Senior Information Architect (IA) / Interaction Designer (Accenture Consultant) – (09/2011 – 03/2015)

McKesson - (EHR Physician Practice Solutions), Alpharetta, Georgia
Manager/Lead - User Experience Engineering Designer, EHR – (06/2010 – 04/2011)

Georgia Department of Labor, Atlanta, Georgia
Lead - Creative/Usability Specialist/Senior Interaction Designer – (10/2008 – 05/2010)

AutoTrader.com, Atlanta, Georgia



Oneka R. Williams
Senior Experience Design Leader

[linkedin.com/in/oneka-williams-9b036a2](https://www.linkedin.com/in/oneka-williams-9b036a2)
Portfolio: www.orwweb.com PW:Pwgrace1

orw71@yahoo.com
(770) 873-2467

Senior Interaction Designer – (03/2008 – 10/2008)

The Coca Cola Company (HRIB Interactive “*All About Me Team*”), Atlanta, Georgia
Project Manager/Lead - Information Architect - Usability Analyst/ Senior User Interface Designer –(11/2006 – 03/2008)

Cox Communications, Atlanta, Georgia
Senior Web Designer/Interaction Designer – (2006)

InterContinental Hotels Group, Atlanta, Georgia
Creative Director / Design UX Creative Director / Design UX –(05/ 2003 – 12/ 2005)