



# Charles L. Wolloch

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## Education

### Drexel University

Bachelors of Science in  
User Experience & Interaction Design  
Philadelphia, PA | GPA: 3.75

## Honors & Affiliations

### GDUSA 2021 Award Winner

Shuffle - Web Design  
September 2021

### Deans List

Drexel University  
September 2018 - June 2022

### Salesforce Trailhead Ranger

August 2017 - Present

### Represented Vanguard at AWE USA

June 2024

## Technical Skills

### User Interface Design

Figma  
Adobe CC

### User Experience Design

Journey Mapping  
Personas / Archetypes / Mindsets  
Service Blueprinting

### Research Methodologies

Concept Testing  
User Interviews  
User Workshops  
Usability Testing  
Heuristics Evaluation  
Qual & Quant Data Synthesis  
Contextual Inquiry  
User Metrics (SUS, UMUX)

### Development Languages

HTML  
CSS

### Other

UX for Extended Reality  
Photography  
3D Printing

## Experience

### Vanguard, Malvern, PA

*UX Designer & Strategist - Operational Experience - Financial Advisor Services*  
January 2024 - Present

- Lead 3-week sprint engagements that define scope and generate design recommendations based on user research and observations.
- Facilitate live user-research methodologies to uncover user insights.
- Design transfer agency search, review, and data entry interfaces based on user research and feedback.
- Educate product managers and developers with low UX-fluency to ensure user-experience best practices are followed.
- Present user-centric design solutions during sprint review to a team of 100+ crew assigned to the enterprise-wide transfer agency modernization program including top leadership.

### *UX Strategist - Distribution Experience - Financial Advisor Services*

June 2022 - January 2024

- Enhanced the FAS Sales experience by enabling new product capabilities and enhancing functionality within existing products.
- Created UX strategy and design for key product enhancements and integration of existing products.
- Explored potential use cases for VR internally and externally with the goal of improving sales trainings and virtual sales meetings
- Implemented VR pilot program for the sales organization.

### Ciright, Philadelphia, PA

*UX & UI Designer Coop*

March - September 2021

- Conducted competitive landscape analysis for insight driven design decisions.
- Redesigned user interface elements.
- Communicated design changes to over-seas development team.

### Salesforce, New York, NY

*Solution Engineer Intern - Platform Specialist Team*

June - September 2019

- Created customer guide on how to remove alpha channels from PNG images, resulting in increased customer satisfaction.
- Redesigned key reference slide to ensure the sales of correct software configurations.
- Updated ramping guide links to onboard new employees more effectively.
- Boosted morale by redesigning internal team logo for use across Salesforce.

### *Solution Engineer Intern - Ignite UX Team*

June - September 2017 | June - September 2018

- Participated in customer on-sites to discover requirements and recommend optimal software solutions.
- Shadowed and assisted teams focused on selling into different territories including new customer logos.
- Created a video series for future interns to rapidly learn about the organization.
- Researched and presented design solution featuring virtual and augmented reality.