



KAMERON FEHRMANN

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Experience

Senior Product Designer

03/2020 to Present
USAA

Design lead for Checking Account product set-up modernization: Leading cross-functional efforts in user research/testing, project roadmapping, concepting, design execution, & development support.
Lead Bank Omnichannel call mitigation design efforts with a goal of reducing servicing calls by 2M in 2020.

Product Designer I

12/2018 to 03/2020
USAA

Omnichannel

Design lead for several projects focused on automating processes for customer service representatives & improving customers' digital self-service experiences.

Worked with business & development partners to create project roadmaps to further develop omnichannel design thinking within USAA's Bank organization.

Product Designer II

08/2017 to 12/2018
USAA

Bank Unboxing

Developed system to communicate with members using a multifaceted, multi-channel approach during the first 45 days of account opening meant to encourage product use, explain features & benefits, & deepen the customer journey.

Drove design & communication strategy for an experience teaching customers how to add money to their accounts when using digital banking products.

UX/UI Designer

07/2015 to 07/2017
sitegoals™

Undertook & lead multiple website and mobile app projects from beginning to launch.

Lead Content Strategy, IA, & SEO for several clients including GoSmile Teeth Whitening & Endeavor Comms.
Implementation of UI for David Weekley Homes.

Junior Designer

06/2014 to 06/2015
Gallant Branding

Skills

Sketch
Invision + Craft
Adobe Suite
Axure

Agile Methodologies
Human Centered Design
Design Thinking Facilitation
User Research

Education

Texas State University

Bachelor's – Communication Design
2010 – 2014