Luis Rabines

UX Designer

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Multidisciplinary UX Designer with 8+ years of experience delivering end-to-end digital experiences across fintech, insurance, and agency spaces. Skilled in product strategy, interaction design, and cross-platform UI systems. Adept at collaborating with product, engineering, and research to ship sleek, accessible, and scalable solutions.

WORK EXPERIENCE

Ally Bank - Senior User Experience Designer
2021 - Present

- Led the migration of Ally's Self-Directed and Robo account opening flows, improving sequencing for iOS and Android integration. Collaborating with product, CX, business, and engineering teams, we delivered a consistent, intuitive, and user-friendly experience across every step, all within a tight timeline.

- Led the redesign of Ally's self-directed trading interface from end to end, using Figma and collaborating with CX researchers to test prototypes. The revamp resulted in a measurable increase in completed trades and a decrease in trading errors per session.

- Was part of a user-centric investment initiative during a rotation with Ally's TM Studio. Conducted 50+ user interviews (moderated and unmoderated) to uncover pain points for beginner investors. Insights drove the creation and launch of a new investment account, improving accessibility and product adoption.

- Designed financial transparency tools like Spending Buckets and Customer Spending Visualizations for the Bank and Deposits team, improving usability and enhancing the customer experience.

- Contributed to Ally's evolving design system, advocating for accessibility, usability, and consistency. Proposed WCAG-aligned component updates across both web and mobile platforms.

- Built and introduced an IxD framework to help designers incorporate interaction design principles into their workflow, shaping team strategy and elevating design thinking across projects.

The Hartford – Product Designer UX, UI
2020 - 2021

- Collaborated with the CX team to conduct user research and applied systems thinking to redesign the MyBenefits web portal, creating user flows, site maps, and prototypes that informed data-driven UX and UI decisions.

Luquire – Designer and Front-end Developer
2014 - 2020

- Designed and developed responsive web experiences using Adobe XD, HTML, CSS, PHP, and JavaScript—delivering seamless, brand-consistent solutions across a range of projects, from one-page promotions to full CMS builds.

SKILLS

UX Expertise and Design Tools: Figma, FigJam, Sketch, Lottie, Adobe CC (Illustrator, Photoshop, After Effects, XD), ProtoPie, InVision, End-to-End Product Design, Multichannel Design(iOS, Android, Web), Wireframing, Prototyping, Interaction Design (IxD), UX Strategy, Information Architecture (IA), Human-Centered Design, and Accessibility (WCAG)

Code Languages and Development tools: HTML, CSS, JavaScript, PHP, WordPress, Webflow, Framer, Jira, Git

EDUCATION

Southern New Hampshire University - Bachelor's - Graphic Design & Media Arts – UX Design Concentration

Full Sail University - Bachelor's - Digital Arts & Design