

Graeme Fordyce

UX design leader

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Profile

I build high-performing design teams that make companies better at making things people actually want to use. I have over two decades experience as a practitioner and UX leader at scale, in spaces as diverse as consumer products, fintech, genomics, digital advertising, mortgage, and innovation labs. From growing AmEx's mobile user base from 2M to 4M, to scaling a 40-person research team at Rocket Mortgage, to embedding design maturity into Wells Fargo's Home Lending division, I've operated at the intersection of user insight, structured design, product strategy, and organizational change. I deliver impactful, complex initiatives and turn design into a measurable business driver.

Professional Experience

Brought enterprise UX maturity and AI-integrated design process to one of America's largest mortgage lenders

Executive Director, UX Research & Design

Wells Fargo Home Lending January 2023 – Present

Leading UX research and design initiatives transforming user experiences and advancing UX maturity in mortgage lending products and processes. Led and executed service design program in Originations, Servicing, and Customer Experience spaces. Launched an MVP design kit/system aligned with brand and enterprise development framework-of-record. Redesigned complete legacy app experience in Mortgage Insurance space. Defined and socialized design operations within Home Lending. Structural recommendations for application experience adopted by the leading origination platform for digital banking solutions. Led design strategy for re-entry into equity market, creating new approach to customer funnel and internal sales efforts. Leading design integration into product and engineering AI initiatives, creating repeatable design framework for ideation, accelerated prototyping, and end-user design of loan origination systems.

Honors

- Member of the WF Brand stewardship program, an above-role commitment to brand awareness / integrity and risk mitigation through design discipline
- Team Functional Manager for Business Resiliency, constructing plans for data access and validation, people linkages, and recovery plans in cases of loss of facility, pandemic, and other disasters.

Rebuilt a genomics startup's brand and launched three new consumer apps

Head of Design (FTE and contract)

Sequencing Inc. December 2021 – November 2025

Led UX design and product strategy at genomics startup. Drove comprehensive re-branding including positioning, UI, content, print, packaging, and internal web apps. Developing company's first native mobile app for iOS and Android. Launched consumer health-scanning and AI chat apps. Introduced user-centered practices, design workshops, and UX research across Customer Success, Growth Marketing, Engineering, and Product.

Scaled a 40+ person cross-functional UX team and grew mobile monthly active users

34%

VP, Design Research

Rocket Mortgage (Quicken Loans) November 2020 – September 2021

Managed UX Research, Information Architecture, Design System, and Native Mobile UX/UI teams (40+ staff). Scaled UX Research team, established maturity model, and led improvements of consumer mobile apps (iOS & Android). Increased mobile MAUs by 34%, installs by 15K/week, and purchase intent 4% above web baseline.

Featured Panelist

The Vision of Human Centered Design Across the FOC – The Rock Creative Summit (April 2021)

Connected design strategy to engineering execution for enterprise clients across healthcare, data, and consulting

VP, Catalyst Product & UX

Endava July 2018 – November 2020

Provided UX and product strategy for Endava's Catalyst innovation group. Connected customer experience, product ideation, and engineering execution for enterprise clients in data, healthcare, and consultancy sectors. Authored thought leadership content on digital transformation and product strategy. Guided teams in bringing design strategy to bear in the early stages of technical projects. Integrated research and UX into fast-moving engineering implementations.

Publications

- Four Pillars of Digitised Organisations (2-part series, 2020)
- Platform Meets Product (2019)

Transformed a bare-bones SaaS interface into a human-centered product through first UX team build

VP, User Experience & Design

QuanticMind October 2016 – June 2018

Built UX team for predictive advertising SaaS platform. Led major UI framework redesign, customer research/satisfaction initiatives, and designed marketing and corporate communication materials. Deep partnership with super-talented engineering team to move bare-bones functional interface into a human-centered model embracing real customer feedback in tandem with design principles and standards.

Publications

QuanticMind Unveils New Interface for Search and Shopping Platform Powered by Machine Learning (BusinessWire, 2018)

Founded AmEx's first U.S. UX organization — grew mobile users from 2.2M to 4M with a 93% lift in DAUs

VP, Consumer Products & Services UED

American Express July 2012 – May 2016

Founded first internal U.S. UX design organization. Led UX strategy, product innovation, mobile/web product design (Use Points, Everyday Card), and user research serving millions of users. Reframed the practice and process between Product, UED, and Engineering in building user-centered software. Ran a full-stack user-

experience design team of information architects, visual/UI designers, and user researchers. Team designed Use Points (>5B points redeemed) and Everyday Card interfaces. Created first truly native iOS and Android core mobile apps and universal tablet app. User base increased from 2.2M to over 4M, 93% lift in DAUs, 70% lift in MAUs, 109% lift in logins. Eight weeks featured on Apple App Store.

Honors

- JD Power industry best-in-class mobile app, Credit Card Satisfaction Study (2015)
- Patent awarded: US-11800316-B1 – System And Method For Providing A Micro Registry
- Genius Award Gold Medal Winner (2014 issued by Amex Global Intellectual Property)
- Consumer Products & Services Diversity Champion Program (2014 – 2015)
- President's Leadership Award (Pinnacle Awards 2013)

Rebranded a global mobile payments startup and rebuilt its consumer payment apps end-to-end

Creative Director, UED & Creative

BOKU, Inc. (Paymo) October 2009 – June 2012

Directed UI, branding, visual design, and product marketing for global mobile payments startup. Led rebranding initiatives, redesigned consumer payment apps (iOS, Android, Mobile Web), and corporate website. Designed accounts platform, redefining how to pay at POS.

Led design for a consumer web and mobile product serving 52M monthly users and \$230M quarterly revenue

Creative Director

AT&T Interactive (Yellowpages.com) June 2007 – October 2009

Led design for consumer web/mobile apps serving 52M monthly users and \$230M quarterly revenue. Delivered native apps (iOS, Android, Palm), and oversaw multiple brand launches. Managed multidisciplinary creative team.

Honors

- Service Leader Award winner (April 2009)
- "Business Transformer" profile, InterConnections newsletter (August 2009)
- All-Stars Recognition Program, High Flyer Award (August 2009)

Helped move Disney's catalog customer base online — lifted email revenue 74% year over year

Senior Designer

The Walt Disney Company July 2003 – February 2007

Disneyshopping.com, TWDC's e-commerce division. Designed daily home pages, landing pages, and email campaigns. UI guidance and front-end implementation for web site redesign. Team brought 2006 email revenues up 74% from 9M LY to 16.5M and affiliate program up 25%. Moved traditional, catalog customer base over to online model. Point person on projects between IT, Creative, and Marketing.

Expertise

- Design & UX Leadership • UX/UI (Native, Mobile, Web) • Information Architecture • Product Strategy • Design Thinking • Creative Direction & Branding • UX Research & Insights • Content Strategy

Volunteer & Advisory

WHO Covid-19 App | UX/Product Strategist (2020)

Provided UX strategy and design leadership for WHO's coronavirus awareness app.

Tarjimly | Creative Advisor (2019)

Advised branding and creative strategy for humanitarian startup reducing language barriers for refugees.

LocavoreLit LA (Light Bringer Project) | Branding & Editorial (2013 – Present)

Develop branding and content strategies for literary education nonprofit; editorial support and design production.