

# ANDRES RESTREPO

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## SUMMARY

Product Designer with 10+ years of experience creating consumer-facing digital products used by tens of millions of customers. Experienced leading complex product initiatives across fintech, healthcare, and emerging technologies, with a focus on customer engagement, intelligent systems, and scalable experience design. Proven track record partnering with cross-functional teams to bring products from strategy through launch and measurable business impact.

## CAREER HIGHLIGHTS

- Contributed to the growth of Fargo, Wells Fargo's AI-powered financial assistant, to more than 27 million engaged users (+77%).
- Helped drive annual Fargo interactions from 25 million to 247 million, contributing to a tenfold increase in customer engagement.
- Designed customer experiences used by tens of millions of customers across Fargo and Erica, two of the largest virtual financial assistants in the United States.
- Led the design of proactive engagement, financial guidance and self-service experiences that helped expand how customers interact with digital banking products.
- Created scalable interaction frameworks, conversational patterns and design system components adopted across multiple teams and lines of business.

## PROFESSIONAL EXPERIENCE

### Wells Fargo

#### Senior Lead Product Designer, Fargo

September 2022 – Present

- Helped transform Fargo from a reactive assistant into an engagement-driven experience that proactively surfaces opportunities, risks and financial guidance for customers.
- Led end-to-end design of Fargo Insights, a proactive financial guidance platform that delivers personalized recommendations based on customer behavior, financial activity and contextual signals.
- Defined the experience framework, interaction patterns and content models supporting a growing ecosystem of personalized insight experiences.
- Designed and launched Daily Digest, an AI-powered experience delivering dynamic, personalized financial content intended to increase engagement and establish recurring product usage.
- Contributed to growth of Fargo engagement to more than 27 million users and a tenfold increase in annual interactions.
- Partner closely with product management, engineering, content strategy, research and data science teams to translate complex business and customer needs into intuitive product experiences.
- Established foundational design patterns supporting future proactive and agentic customer experiences across the Fargo ecosystem.
- Mentor designers while helping shape experience strategy, design quality and long-term product direction across initiatives.

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## Bank of America

VP Senior Experience Designer, Erica

April 2017 – September 2022

- Led product design initiatives for Erica, Bank of America's virtual financial assistant serving tens of millions of customers.
- Helped establish foundational conversational design patterns and reusable frameworks adopted across multiple customer-facing products and business lines.
- Led design initiatives spanning customer education, self-service workflows, financial guidance and conversational interactions used by millions of customers.
- Created scalable interaction models and reusable design patterns adopted across multiple teams and business units.
- Conducted and applied user research, experimentation, and pattern testing to improve usability, engagement and customer understanding.
- Partnered with product managers, engineers, researchers and business stakeholders to define and deliver customer-centered solutions.
- Helped establish enterprise standards for conversational experiences operating within highly regulated financial environments.
- Balanced customer needs, accessibility requirements, business goals and compliance considerations across complex financial workflows.

## Healthmine

Senior UX/UI Designer

March 2016 – March 2017

- Collaborated directly with executive leadership, product management and engineering teams to shape product strategy and roadmap priorities.
- Designed user flows, information architecture, wireframes, prototypes and visual experiences across web and mobile platforms.
- Introduced engagement-focused features and gamification strategies aimed at increasing participation and long-term retention.
- Defined conceptual and creative direction for key product initiatives while maintaining alignment with business goals and customer needs.
- Helped transform complex healthcare and wellness information into accessible, user-friendly experiences.

## EDUCATION

**Florida International University** - Bachelor of Arts, Visual Arts

**BLOC.IO** - UX & UI Apprenticeship Program

**Additional Studies in Visual Arts, Animation and Design**

Miami Dade College, Miami Art Institute, Universidad Jorge Tadeo Lozano (Colombia)