



Jasvir Jesse Singh



*"I make
stuff for
great
folks."*

Omni-Experience Designer



About me

I'm passionate about building great products that make people's lives easier. I have over 20 years of experience strategizing innovative experiences for small startups to the world's biggest brands.

I was born in Los Angeles and raised in the Minneapolis area! I am graduate of Augsburg University with a BA in Mass Comm/Media Studies & a MA in Leadership focusing on Creativity. I also have a Human Centered Design Certificate as well as a FAA Part 107A drone license.



Work Experience

The Mo Studio – 2021-2022

Wells Fargo – 2016-2021

US Bank – 2014-2016

Wells Fargo – 2007-2014

Northern Tool & Equipment – 2003-2007

Freelance Designer, Producer, Consultant – 2002-Current

Portfolio sample 1

VA APT HUB

Learning the VA Design System

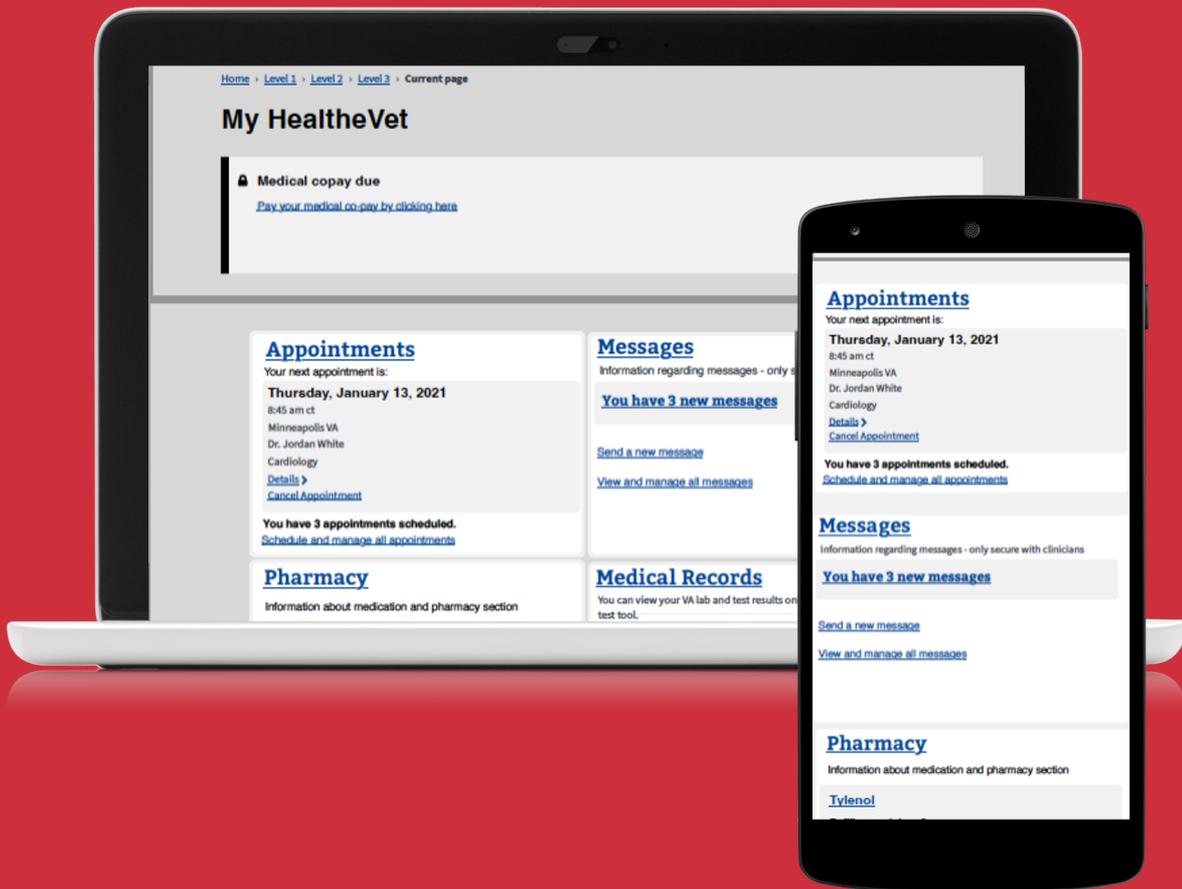
The VA has a very robust design system. <https://design.va.gov/> which requires discovery, research, wireframe and design components to fit within their rigid criteria.

I was responsible for delivering Research, Wireframes, User flows, User interviews and additional design assistance (presentation design, various graphics, etc.) with strict adherence to accessibility & usability. This could not deviate from the existing experience that the VA offers.

What you are seeing within the deck were items that I have delivered.

VA APT Hub

Working with MO Studios on a contract role with the Veterans Affairs I was asked to create user centered designs for a new offering a Health Apt Hub. This was a portal with sections to different information and actions relevant for Veterans.



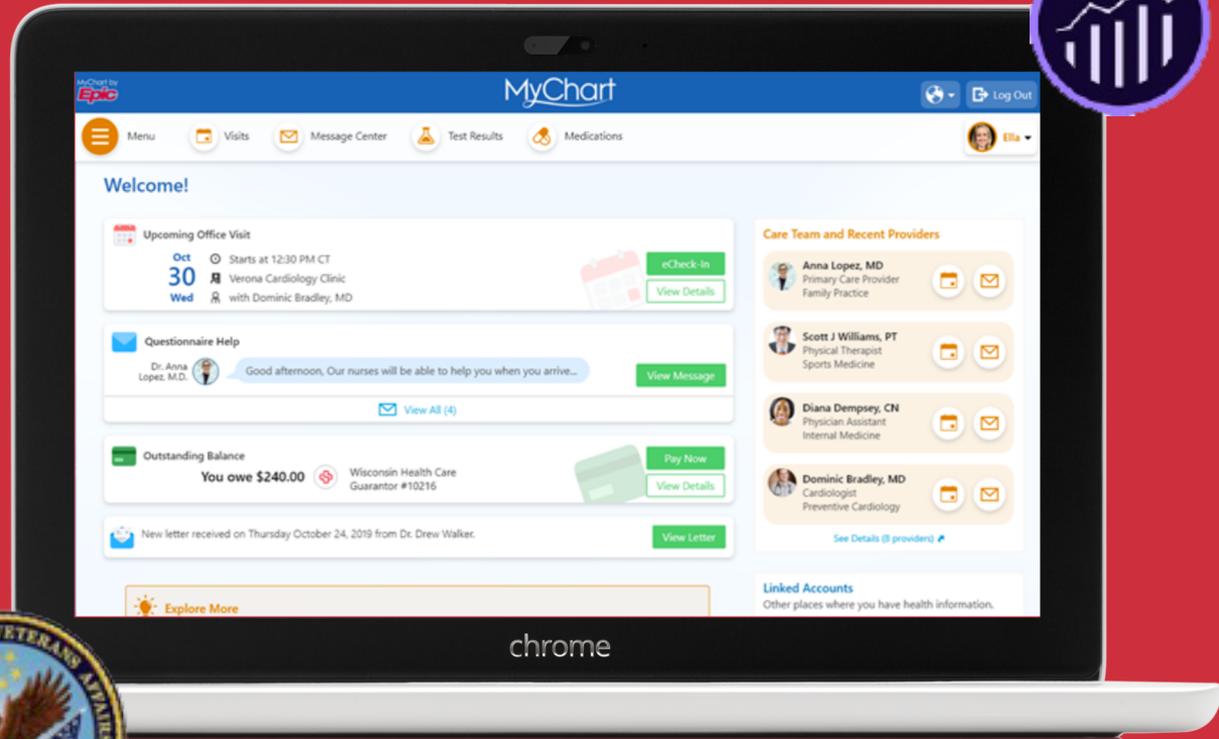
VA Apt Hub Discovery.

The design concept research began with finding different best in class examples tied to different patient experience portals, based on the initial discovery phase of the project.

One such example is that of MyChart.

It displayed the information in a quick method to act on appointments, medication, messaging, and health records. This was also a huge piece of the discovery phase as those “four items” were also noted by users as sections they would like elevated actionable items and references on available with ease.

There was a great deal of research conducted using user surveys and other user data that helped shape the discovery and designs. This research was presented in quantitative data in the forms of compiled survey results and Adobe Analytics data.



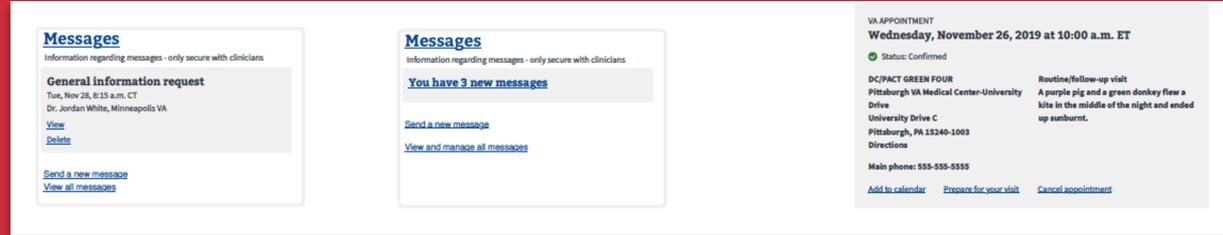
VA Apt Hub Designs.

While the approach of the VA was very different than my personal experience in designing at a high level and working my way to a more refined deliverable, the VA asked the focus to be primarily on the APT HUB and components.

I was asked to design mobile and desktop experiences for authenticated and unauthenticated users.

The mantra was to present information to unauthenticated users and for authenticated users that detail would be personalized and allow actionable items the users could take.

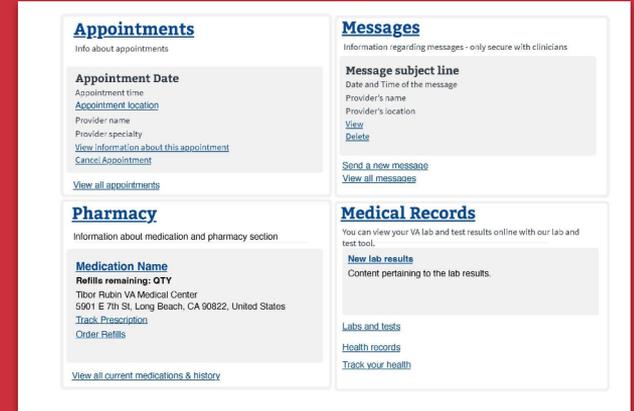
Messaging Component design options



Desktop & Mobile UI Designs



Prioritized component placement



VA Apt Hub Collaboration, Feedback and Iterations

Feedback was managed using Mural as a method for stakeholders to provide feedback on various design elements, content and change requests. This was also used to capture user feedback from interviews as well.

An example of that iterative feedback is located to the right.



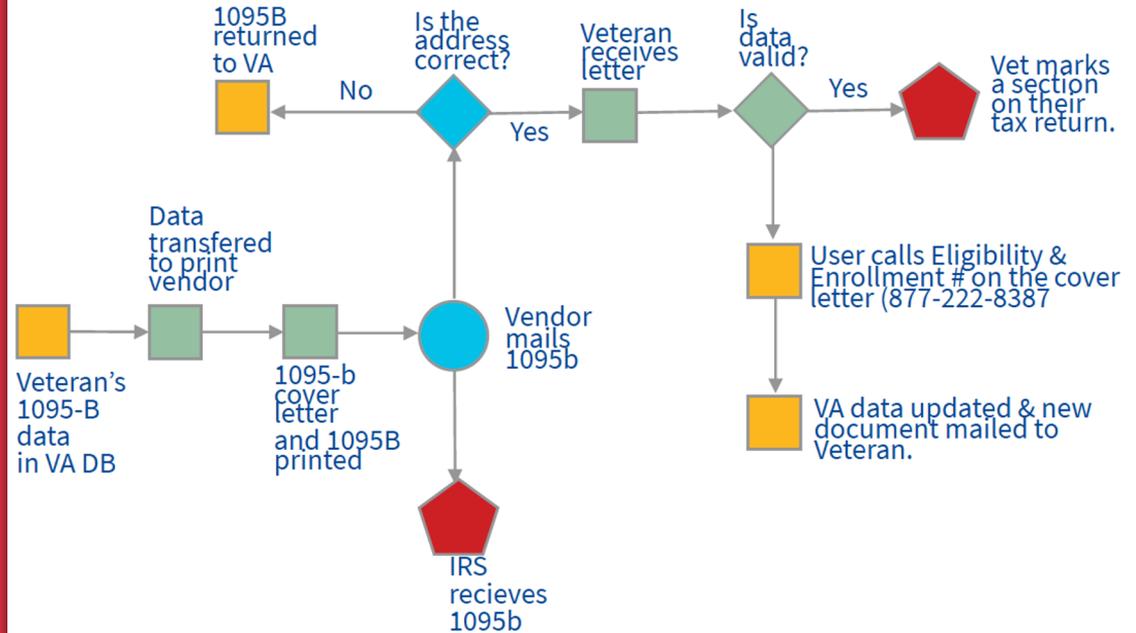
Portfolio sample 2

VA 1095-B Form

User flows

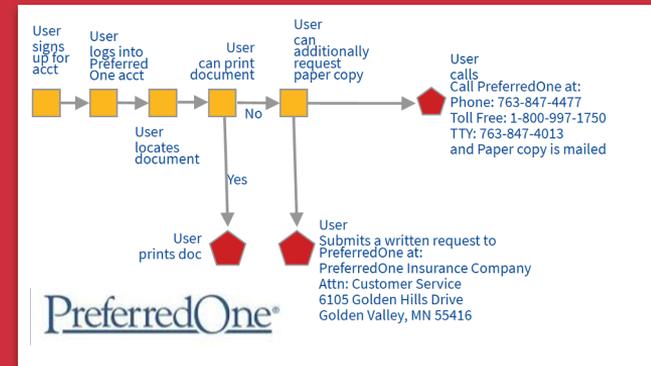
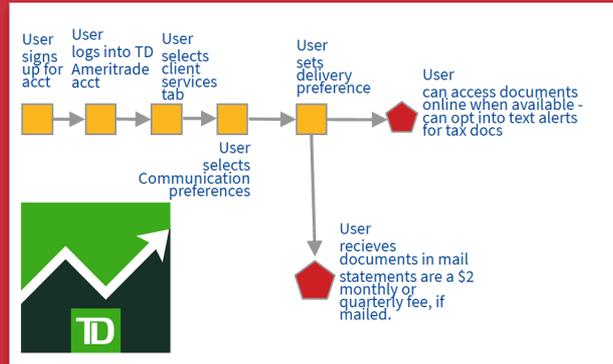
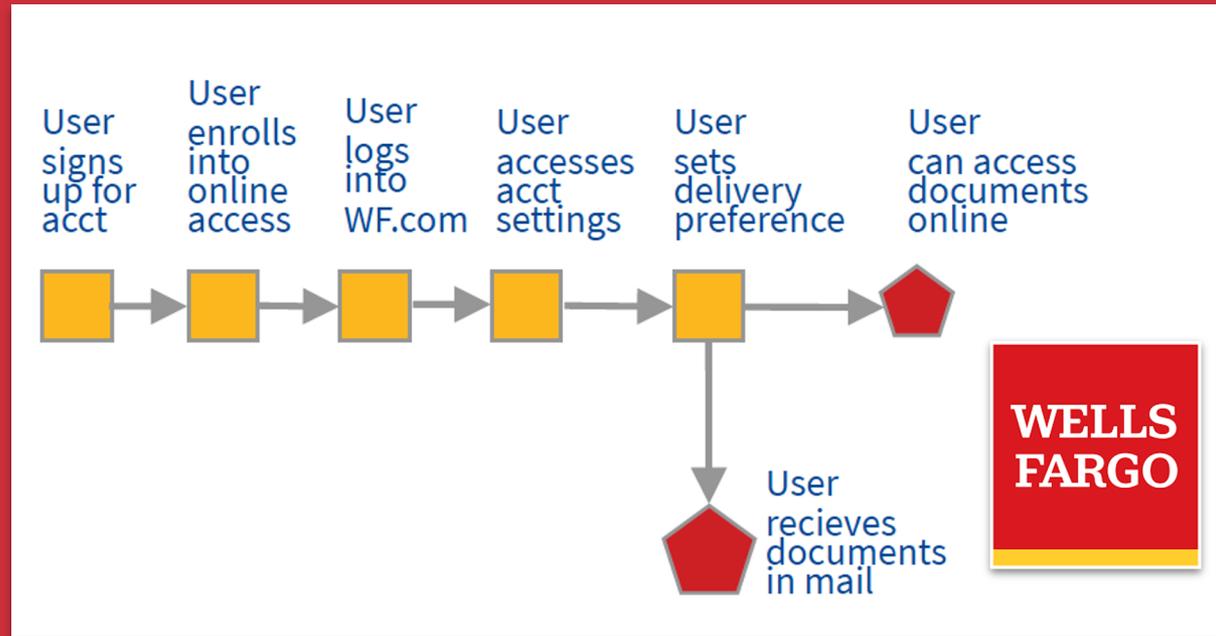
My role in this project was a little different than the previous sample as I was primarily used in discovery research and user flow mapping. The UI work was very basic and handed to a junior designer.

Example of current state user process



Best in class flows

While the previous slide documents the current UX process for the VA, the research in best in class document management and delivery was something that I took on fully, by attaining and learning different organizations tax and document management processes and mapping them for the VA's understanding and research.



IA Considerations

Along with providing research flows, comparative analysis of best in class experiences. I was also tasked with suggesting where the document lives within the Information Architecture of the site. This was really rough UI design in the sense of adding a component

VA Records and Documents

Interaction overview

Clicking on the link sends the user to a landing page a clear CTA (Visual indicator) to the user to download their document and additional contextual information.



Through top navigation

VA Benefits and Health Care>

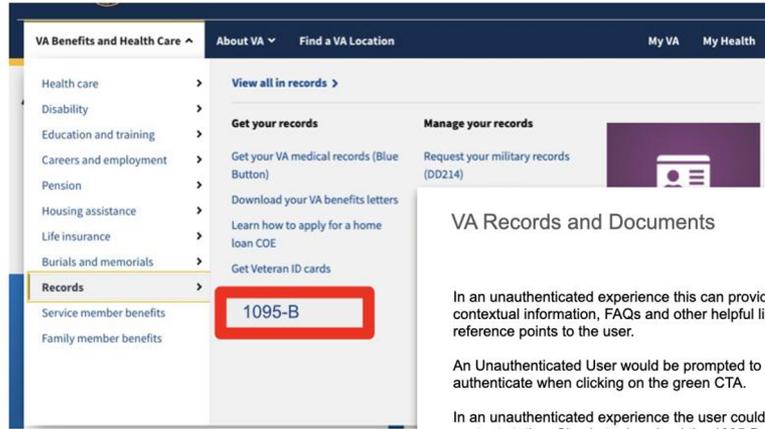
Records>

Get your records header>

Create a new line item
"1095-B"

Example of like experience
in slide 5

VA Records and Documents



VA Records and Documents

In an unauthenticated experience this can provide contextual information, FAQs and other helpful links / reference points to the user.

An Unauthenticated User would be prompted to authenticate when clicking on the green CTA.

In an unauthenticated experience the user could have content stating: Sign in to download the 1095-B

Whereas, an authenticated user would have the dynamic content to state: download the 1095-B

Note the left nav of records & breadcrumbs to records

Rough copy - merely used for experiential explanation



Portfolio sample 3

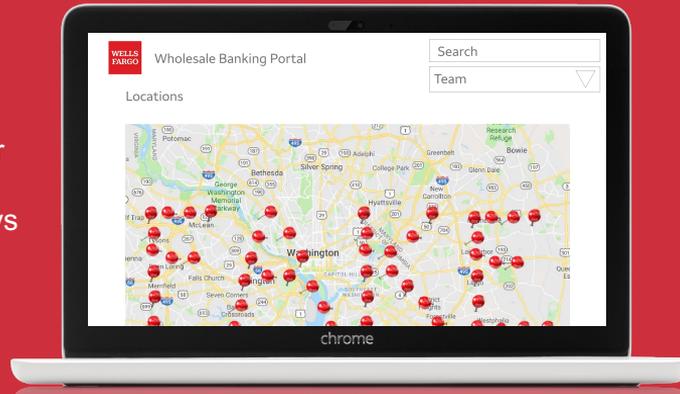
WF LOB Portals

LOB Portals

With this project I was tasked with connecting some 95 different teams within the Wholesale Line of Business (later Commercial Banking and Corporate and Investment Banking) onto a digital storefront. The goal from a leadership standpoint was to: create place to show the systemic interdependence between teams in a process driven workplace teams. Which could allow workflow, contacts, reference material and updates.

I designed the entire design system from typography, icons, functionality library with custom css, html and javascript elements to make the entire site feel customized to the line of business.

I also designed the service model of a 2 week sprint from discovery to a finished site with trained management team members and a method to re-engage for design/development outside of their scope of knowledge. This included several user touch points for surveys and user site feedback.



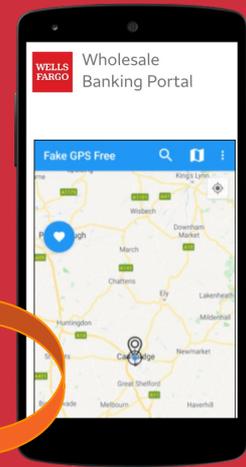
Discover what leadership needed

Learn what the LOB needed

Create a menu (design system)

Work with the specific team to ID needs outside of the menu and customize as needed

Develop the solution and people to support the design.



Portfolio sample 4
WF Brand Identities &
treatments

Wholesale Brand Identities

During the early time of this project, I was also asked to create custom brand identities, think of them as team logos for some of the higher up levels of the business. I worked with different stakeholders to create a mood board, which stakeholders seemed to move toward “boy scout” or “girl scout” badges as a way to show each teams role and function. I designed these as accompanying content to be added to the site.



Wells Fargo Treatments

Having experience in multiple stages of brand maturation I created a number of brand treatments for blogs, internal and external websites and articles, videos, social media, emails and more.



Portfolio Sample 5

WF Videos

Videos for Wells Fargo CB & CIB

When COVID-19 really changed our lives, I was working at Wells Fargo. A lot of leaders wanted to make videos, since emails were not getting read and leaders felt “out in the cold”. The corporate video department was understaffed and backed up. I designed a process and produced a number of videos for leaders. I used motion graphics, music and editing to produce these videos in a turn around time 5x’s quicker than the production team.

This wasn’t my first video project for Wells Fargo, but the most impactful and mindful as I was involved in every step from design, production and to distribution.



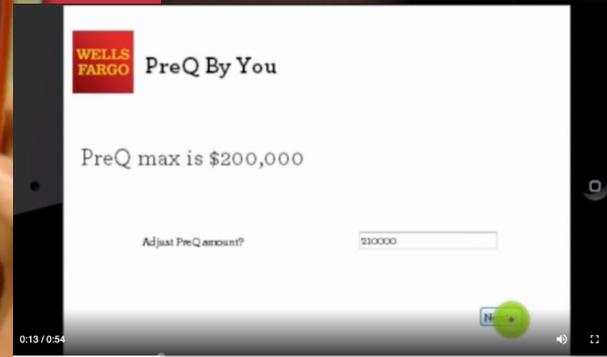
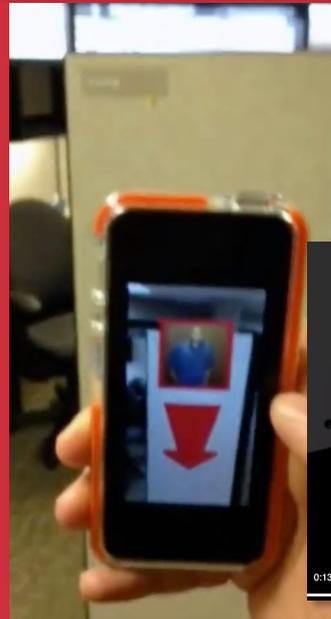
OPPORTUNITY is all around us, but we must choose to pursue it in order to make it real. 2021 is our time!
-Mara Holley



Videos for Wells Fargo Innovation team

Working to create rapid prototypes and tell a story. I designed 30 second to 1 minute concept videos using low fidelity prototypes to tell a story.

The advantage was getting the concept pitch down, able to send to leaders in between meetings for vetting and also simple to use in patent research.



Portfolio sample 6
WF AM/FAM

WF/AM FAM Insurance

Your Personalized Auto Insurance Quote

Thank You
Welcome John,

Thanks for choosing Wells Fargo Insurance to cover your automobile through American Family Insurance. I connect.

Auto Details
 Consideration Number: 000099704221
 Account Policy Overview
 Policy Number: 45020-05679-96
 Policy Start Date: February 11, 2015
 Coverage Period: 3071/2016 - 02/13/2016

View Your Auto Documents
 You can view or print your proof of insurance and access additional important documents you may need.

- Proof of Insurance
- Print My Application
- Online Contract and Declaration Form
- Actual/Assignment of Coverage Declaration or Affidavit
- Acknowledgment of Auto-Trail Notice Statement

Insurance provided by
 AMERICAN FAMILY INSURANCE connect
 Underwriting Companies

We're here to help
 Call Us

Call our Contact Center
 1-800-800-XXXX
 Mon - Fri, 8 am - 10 pm
 Sat - Sun, 8 am - 6 pm
 [Fax: 704-]

Save Even More
 We offer extra savings when you have only one one policy with us. When you add more or more insurance, you'll save up to 15% on your auto and home policies. Our Auto & Home policy can now purchase your home or mobile insurance. Email us at [amfam@wellsfargo.com](#) for more savings.

[Start Home Quote](#) [Start Auto Quote](#)

Your Next Steps

Create Your Account
 Create your American Family Insurance | I connect account by:

- Reply to the email of Insurance
- Complete documents
- Make Payment
- Get quotes
- Update billing information
- Make a purchase
- View account

[Create Account Now](#)

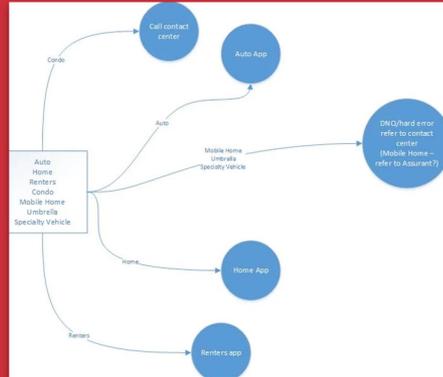
Must you print the first document, you will have the ability to refer to the American Family Insurance account details.

Wells Fargo Insurance Co. and Wells Fargo Insurance Services, USA, Inc. offers a policy that may be subject to the rules of your state. The policy and various forms, and the policy are subject to the terms and conditions of the policy. Wells Fargo Insurance Co. and Wells Fargo Insurance Services, USA, Inc. are not responsible for the policy. Wells Fargo Insurance Co. and Wells Fargo Insurance Services, USA, Inc. are not responsible for the policy. Wells Fargo Insurance Co. and Wells Fargo Insurance Services, USA, Inc. are not responsible for the policy. Wells Fargo Insurance Co. and Wells Fargo Insurance Services, USA, Inc. are not responsible for the policy.

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WELLS FARGO BANK, N.A. MEMBER FDIC
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Wells Fargo was working with American Family Insurance to become a trusted vendor. Part of the omnichannel experience was to design a digital application for Home, Renters and Auto Insurance. I was responsible for creating the UX various sites. I partnered with AmFam and WF Compliance to deliver wireframes of varying fidelity and user flows with various tasks to highlight opportunities.



Portfolio Sample 7

Additional Visual Designs

AgriCollective Branding

I was asked to create a brand identity
& user experience as a freelancer for a
start up.

<https://www.agricollective.com/>



Recreation Roundtable

A communicator within Wells Fargo, wanted to create a new series of internal communications as a way to create a connection. They wanted a visual brand identity to follow this article every publishing. I created the various sizes below to fit the website, email and rotating banner size requirements.



Recreational
roundtable



Recreational
roundtable



1 Wholesale Brand ID

Leadership within Wholesale wanted to create a brand identity to highlight a corporate initiative that they wanted to highlight through a series of web videos and articles, I was tasked with designing some options, these were some of the options that were given and iterated upon to create the final image (bottom right) that the client co-create.



Body Lab

I was asked to create a brand identity for a small business. The requirements were quite simple as the business owner was very positive on their design concept but needed professional polishing. In addition to their design I did provide some alternate designs I saw as really unique to their brand and recognizable.



Option1 Mechanical

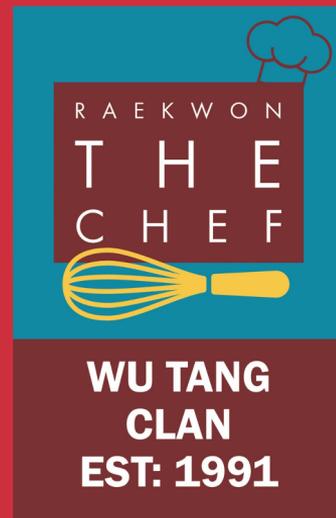
I was asked to create a brand identity for a small business and working with the small business owner we co-created the following.

The cooling colors were to evoke the calm and collected professional attitude of the business owner. The san-serif font displayed the easy-going demeanor the owner wanted portrayed. While it was flat designed for the most part a slight tint change to the “1” adds depth without creating unnecessary noise.



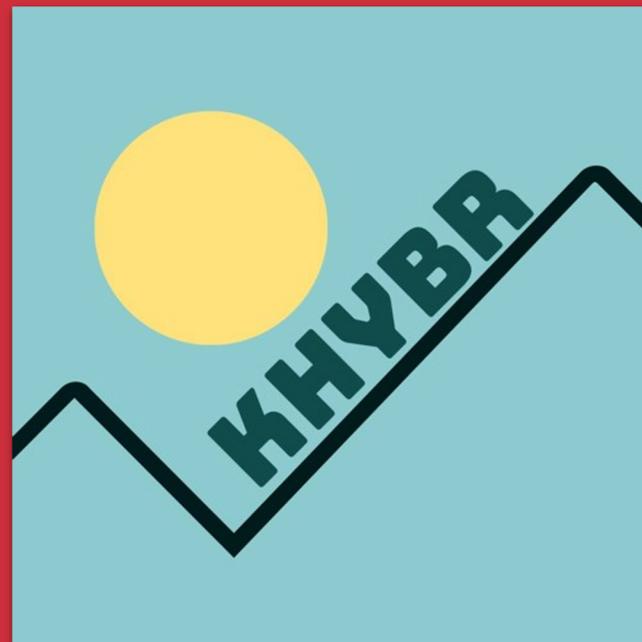
Wu Tang Clan Poster Design

During 2019 I was part of the Art-A-Whirl art show. I designed and created these Wu Tang Posters which were designed as a celebration of creative diversity.



Khybr

I created the brand identity for this band.



A wide-angle photograph of a rugged mountain range under a dark, starry sky. The mountains are silhouetted against a faint light on the horizon. The word 'KHUVR' is superimposed in the center of the image in a large, white, bold, sans-serif font.

NAMIMN.ORG

Poster For Fairview

I designed this poster for Fairview to utilize in their mental health area. It was designed to break the stigma of reaching out for help.

Having dealt with the tragic passing of my mom, I saw an opportunity to create some art for a cause with no reciprocity, but merely to help.



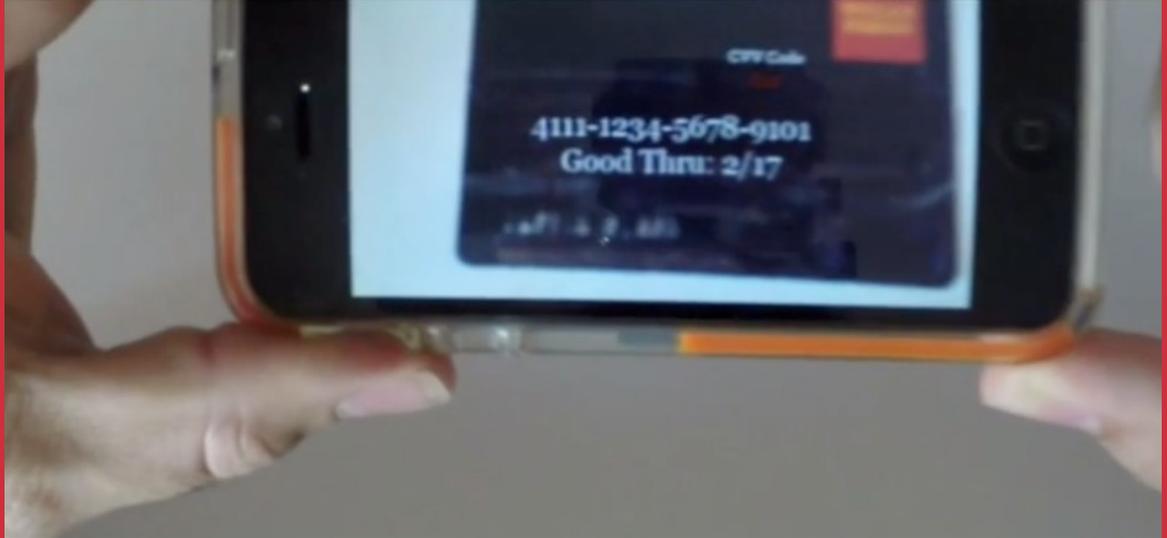
Portfolio Sample 8

US Patent Designs

Augmented Reality Numberless Transaction Card

A method implemented on an augmented reality (AR) electronic device includes receiving a request to activate a transaction card account on a transaction card. The transaction card account is activated on the transaction card. A virtual representation of account information corresponding to the transaction card account is displayed on the AR electronic device. The exterior of the transaction card is free of account identifying information.

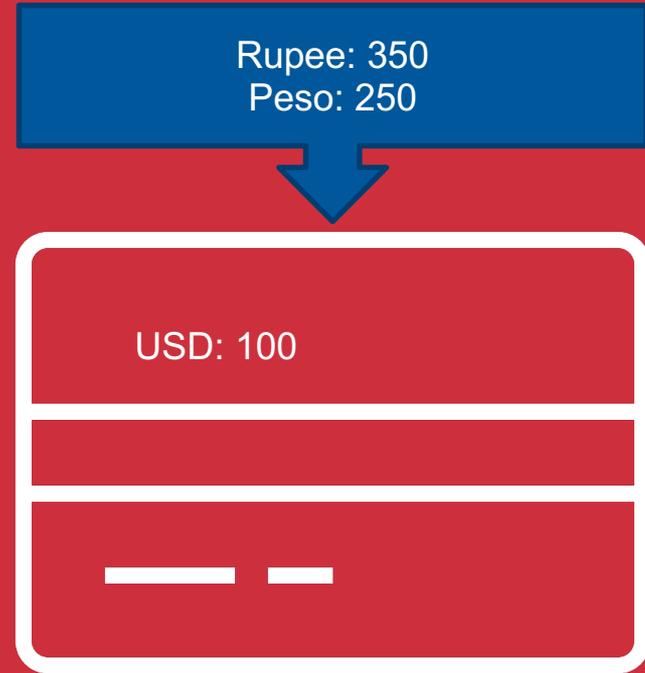
[Click here to access](#)



Augmented Reality Foreign Currency Card

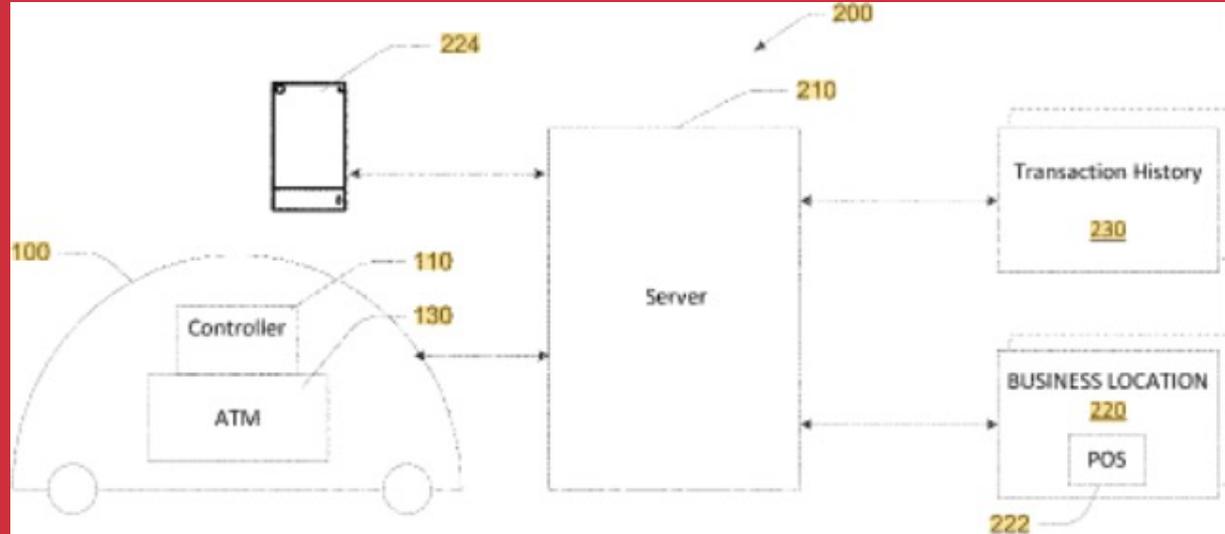
A method implemented on an augmented reality (AR) device includes receiving an image of an item from which a monetary value may be identified. The monetary value is in a foreign currency. An action is processed to obtain currency exchange rate information for the item. The currency exchange rate information is obtained from a server computer. The currency exchange rate information is displayed on an optical display of the AR device.

[Click here to access](#)



Autonomous Mobile Banking

A mobile banking system and method include autonomously driving an autonomous vehicle including an automated teller machine (ATM) to a first transaction location, and conducting a first banking transaction at the first transaction location where cash is received by or dispensed from the ATM. Thereafter, a cash amount contained in the ATM is determined, a second transaction location is determined based on the cash amount contained in the ATM.



[Click here to access](#)