

STACEY LAYNE MARTIN

UX & SERVICE DESIGN LEADER

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I BRING THE EXPERIENCE LENS TO THE DECISIONS THAT SHAPE WHAT PEOPLE ULTIMATELY LIVE.

More than two decades in and around financial services – from the branch frontline to enterprise marketing systems, creative production, design operations, and UX & service design leadership. I have stood in most of the positions that make an experience; it is harder to sell me a solution to the wrong problem.

01 INFLUENCE COMPLEX SYSTEMS

Human evidence brought into decisions alongside business, technology, operations, risk, and feasibility.

02 BUILD THE CONDITIONS

The operational scaffolding around design teams: visibility, capacity, priorities.

03 MAKE THINGS TO EXPLORE IDEAS

Product craft kept honest through independent making.

SELECTED WORK

WEALTH TRANSFORMATION

INFLUENCE

Singular design partner on a major wealth platform transformation – client and advisor research, ~30 journeys mapped, ecosystem mapping, and multi-platform service blueprints, keeping the intended experience prioritized while business and technology led. Work evolved into advisor-experience, contact-center, and executive workstreams.

AI PARALEGAL FOR TRUST

INFLUENCE

A bank-initiated, AI-native paralegal for the Trust business. Experience requirements bring workflow considerations into how the AI produces output – where it lands, who verifies it, what downstream work needs it to be. Under executive review for budget.

DRIVE-THRU EXPERIENCE

INFLUENCE

Experience analysis of a 200+ branch investment aimed at exit times. Found the real causes – staffing and remodel decisions – and helped stop the wrong spend.

UX PORTFOLIO VISIBILITY

BUILD

Portfolio-level UX strategy – connected capacity, staffing, and unsupported demand to organizational decisions; the year-at-a-glance view leadership now plans against.

CONSUMER UX LEADERSHIP

INFLUENCE

Leading UX across a consumer banking portfolio – online banking, originations, branch platforms, contact center, and branch experiences.

THE PROGRESSION

UX & SERVICE DESIGN LEADERSHIP

KEYBANK

Leading experience work across Consumer, Wealth, and Retail.

DESIGN OPERATIONS

KEYBANK

Built the conditions around design teams.

M.A. SERVICE DESIGN

SAVANNAH COLLEGE OF ART AND DESIGN

Went back to school; the pieces connected between creative operations and problem solving in UX and design.

AGENCY / CREATIVE PROJECT & PRODUCTION LEADERSHIP

MULLENLOWE

Led complex delivery across teams and timelines.

ENTERPRISE BANK MARKETING & SYSTEMS

BB&T [NOW TRUIST]

Marketed financial products; built enterprise systems around creative work.

FRONTLINE BRANCH BANKING

NATIONAL CITY & BB&T

Delivered the experience where it actually happens.

THE LAB: INDEPENDENT MAKING

JACK KING'S CLASSIC

Live digital event program – 56 athletes, 39 classes, built in three days, run live on show day with zero public data errors.

XDPERSONAS.AI

Research → live persona agents. An honest experiment in where AI accelerates synthesis and uncovers research gaps. Live; agent stages in progress.

THIS IS STACEY

A podcast of slow questions – long-form conversations interrogating identity and conviction. But also laughing. Episode 001 live at thisisstacey.com.

BLOOD SWEAT CHALK

Partner-training app for lifters – end-to-end experience and design system. In testing.