



## Extensible Design Language for Citi Retail Services + Citi Financial Partners

what's de:zein?

ahhh ok, de:zein

extended resume, pseudo CV

(a)vocation; 2021 onward

(a)vocation; 2018 - 2020

(a)vocation; 2016 - 2018

(a)vocation; 2013 - 2016

community engagement

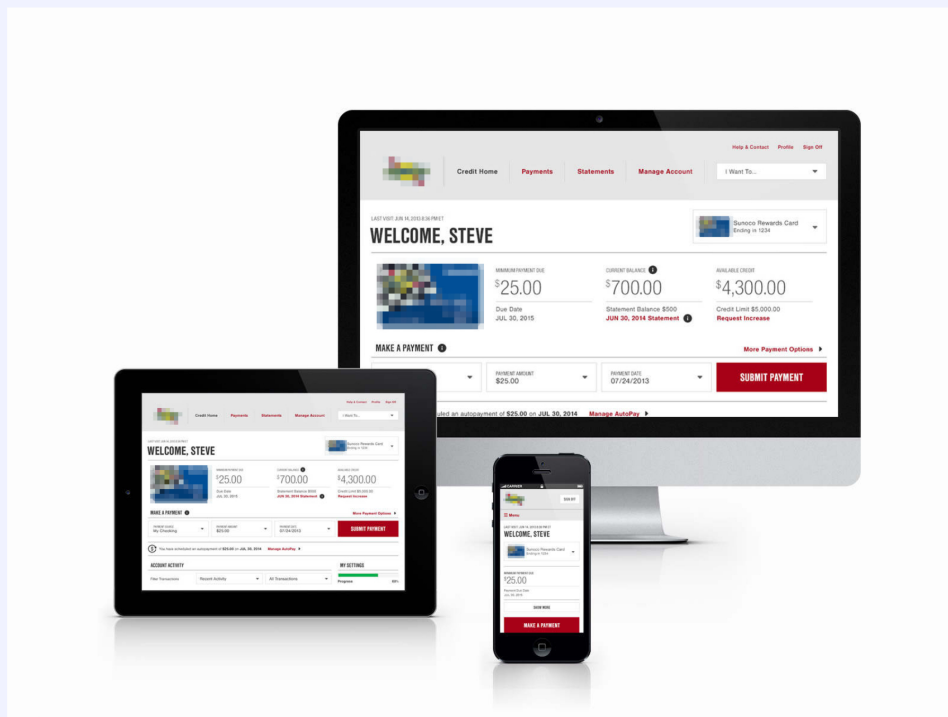
arts works

writing

Following (8)

Client: Citi Retail Services  
Agency: Razorfish  
Role: Associate Designer (Contract)

2014 - 2016



Working on the Citi Retail Services account was akin to working in-house on a Product team in many ways, aside from being an account in a digital agency.

The team was comprised of Functional Analysts, Project Managers, Information Architects, Content Strategists, Designers, Copywriters, and Front End Developers working in lock step to design and deploy a consistent experience across Citi Bank's Retail Services Platform.

As a Designer on the Citi account's Servicing team I primarily focused on maintaining, extending, applying brand styling to and working with the front-end team to deploy our Fusion white label design language across the 30+ Citi Bank Financial Partner brand portals comprising the Retail Services platform.

It was quite the exercise in maintaining and extending the design language component of a flexible design system across multiple touch points.

Filed under [UI Design](#), [Visual Design](#), [Design System](#), [Design QA](#) [Edit index](#)