Honey McDaniel

Lead Product Designer

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Professional Summary

Lead Product Designer with 10+ years of experience designing complex digital products and service experiences across banking, financial services, and other industries. Specializes in systems thinking, interaction design, and translating complex business requirements into intuitive, accessible experiences. Brings deep expertise in conversational AI, including chat- and voice-based virtual assistants, alongside experience developing reusable design standards, prototyping emerging technologies, and building AI-assisted workflows. Partners across Product, Engineering, Research, Content Design, and business stakeholders to shape product direction and deliver cohesive experiences.

Experience

TRUIST | Senior Designer II, AVP (Mar 2025–Present); Senior Designer I, AVP (Aug 2022–Mar 2025)

Truist Assist & Conversational AI | Aug 2022–Jun 2025

- Led the development of standardized conversational design documentation, defining guidance for intent and utterance coverage, collision checks, slots, confirmation prompts, validation, and fallback/recovery to support consistent design and implementation across the team.
- Led an early prototyping effort connecting global search in the digital banking app, the dispute-a-charge flow, and the chatbot voice interaction, so conversational behavior could be tested before it went to build.
- Designed and refined multi-turn conversational journeys across chat and voice, including dispute support, appointment scheduling, financial tools, and live-agent transitions; translated intents, conditions, slots/entities, and business rules into interaction logic and engineering-ready specifications.

- Led experience design for six dynamic live-agent wait states, balancing customer expectations with operational constraints to deliver an MVP in approximately two to three weeks. Identified continuity gaps during extended waits, proposed Reconnect and notification concepts, and helped shape Reconnect as the recommended next step.
- Supported NLU optimization by analyzing utterance coverage, recognition failures, routing behavior, and Voice of the Customer complaints; identified gaps that informed fallback intent requirements and conversational recovery improvements.
- Partnered with Content Design on customer-facing language and dialogue, and with Product, Engineering, Research, and subject-matter experts to reconcile experience goals with service operations, accessibility, and banking constraints.
- Facilitated workshops, supported usability research and testing, and produced accessibility guidance for conversational experiences.

Branch Experience & Banker Tools | Jun 2025–Present

- Lead interaction design for interconnected banker- and client-facing workflows spanning appointments, check-in, client profiles, accounts, and in-meeting tools; identify exception scenarios, recovery needs, and gaps in operational requirements.
- Originated the concept behind a filed patent for a location-aware branch experience connecting client context, employee workflows, wait transparency, and AI-assisted support.

AI-Assisted Design Workflow | Truist and personal projects

- Developing AI-assisted design workflows at Truist with GitLab Duo to speed up design work and give stakeholders access to the same design artifacts the design team works from.
- Built a multi-agent workflow for personal projects: wrote agent instructions, defined handoff rules between agents, set guardrails on what each agent can do, and set up checks on agent output.
- Created a systems-designer agent that reviews the agents' repository so new instructions and jobs don't duplicate or conflict with existing ones.

USAA | Product Designer, Contract | Sep 2021–Jul 2022

- Led end-to-end design work for native Roadside Assistance, translating a conversational service journey into mobile flows with conditional service logic, location selection, status, and recovery states; the product launched after my tenure.

- Planned and led a 20-participant unmoderated usability study; coordinated with Engineering, Accessibility, Content, and Design Systems to validate behavior and resolve implementation constraints.
- Advanced accessible map/list alternatives, identified a missing reusable design-system search state, and centralized technical and accessibility specifications for engineering handoff.

Earlier Experience

Walmart — Senior Product Designer (2021) | Fake Orange Creative — Senior Product Designer (2020–2021) | Fetchly — Lead Product Designer (2018–2020)

Village Gate Apartments — Senior Product Designer (2017–2018) | Mint Design — Product Designer (2015–2017) | Dollar Shave Club — Product Designer (2015) | DSG Marketing — Product Designer (2013–2015)

Capabilities

Conversational AI: Conversation architecture, intent and utterance coverage, utterance collision checks, slots and entities, multi-turn dialogue, prompts, fallback/recovery, escalation and human handoffs, chat and voice UX, conversation specifications, NLU optimization support.

Product design and leadership: Systems thinking, interaction design, journey mapping, conversational prototyping, user research, usability testing, accessibility, design systems, process documentation, workshops, cross-functional alignment, implementation handoff.

AI-assisted workflows: Multi-agent orchestration, agent instructions and guardrails, GitLab Duo.

Tools: Figma, Voiceflow, UserZoom, Miro, Mural, Sketch, InVision.

Education

Mindanao State University – Iligan Institute of Technology | Bachelor of Science, Information Technology