



## For Immediate Release

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### Newest Addition to PenFed Leadership Brings User Experience into Sharp Focus

*Enhancing the user experience is to be a key, strategic component in aggressively growing PenFed's membership and assets in the decade ahead.*

**Alexandria, Va., October 3, 2014**— [Pentagon Federal Credit Union's](#) (PenFed) creation of a user experience director's position represents its continuing commitment to investment in growth, innovation and brand awareness. The credit union's newly-named Director of User Experience, Brandon Harris, is the latest addition to a growing leadership team. That team will focus its energy on achieving PenFed President & CEO, James Schenck's vision of reaching \$75 billion in assets during the next decade.

Harris joins two new executives who were brought on to head up the credit union's corporate communications and business development teams. "It is my pleasure to welcome Brandon to the PenFed family," noted Schenck, who also said, "Enhancing the user experience is to be a key, strategic component in developing a more satisfying online member experience; one that will ultimately allow us to reach our growth goals. I am confident that we have found the right individual to help make this vision a successful reality."



*Brandon Harris, director of user experience at PenFed.*

Regarding how his vision of growth relates to this series of new executives, Schenck recently said, "As one of the largest credit unions in the U.S., and a national financial services industry leader, PenFed is an organization that is intent on aggressively growing its membership and assets in the next decade. With this vision in mind, we benefit from hires like these—proven executives who can get the job done."

Harris is highly-skilled in the creation of well-crafted experiences and he specializes in bringing a user-centered perspective to mobile, web, video, and physical experiences—having helped design products and user experiences for prominent brands in several industries including Microsoft, *USA Today*, Booz Allen Hamilton, Unisys, the YMCA, and many others. Most recently, Harris led user experience for Personify Inc.

As a practitioner with experience in developing corporate methodologies, leading quantitative and qualitative research, creating prototypes and information architecture, and developing new products, Harris' hands-on experience seamlessly bridges the gap between ideas and actualization.

Harris is a nationally-recognized leader in his field. He has lectured at Arizona State University, George Washington University, George Mason University, the NABJ national conference, the Newspaper Association of America Foundation, as well as several conferences in the user experience community.

PenFed is a low-cost provider that is known as an industry leader in providing some of the lowest rates in the nation on [mortgage](#), [auto](#), and [credit card](#) lending. Additionally, the credit union offers competitive returns on its certificates, and lower or fewer fees associated with its [checking and savings](#) account programs.

For more information about PenFed, visit [PenFed.org](http://PenFed.org) or call 800-247-5626.

### **About PenFed**

Established in 1935 as the War Department Credit Union, PenFed is one of the largest credit unions in the country serving 1.3 million members worldwide; with more than \$19 billion in assets. Its long-standing mission has been to provide superior financial services, responsive to members' needs in a cost effective manner. PenFed offers market-leading mortgages, automobile loans, credit cards, checking, and a wide range of other financial services with its members' interests always in mind. Serving a diverse population, PenFed offers many ways to become a member; including numerous association members and employee groups. PenFed is federally insured by the NCUA and is an equal housing lender. PenFed does business in accordance with the Federal Fair Housing Law, the Equal Credit Opportunity Act, and is a member of NAFCU.

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