

AT&T Security Profile UX Case Study

I led UX design for a security profile experience used by tens of millions of customers. The work focused on account recovery, two-factor authentication, device control, and risk notifications, turning a fragmented flow into a guided, confidence-building experience.

The goal: increase protection feature adoption, reduce lockouts and support calls, and make security settings feel understandable instead of intimidating.

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Executive Summary

- UX Redesign**
Led a comprehensive redesign of AT&T's Security Profile to improve usability and user confidence.
- Core Focus Areas**
Addressed account recovery, two-factor authentication, device control, and risk notifications.
- Measurable Impact**
Achieved 18% increase in 2FA activation and 25% reduction in account lockouts.

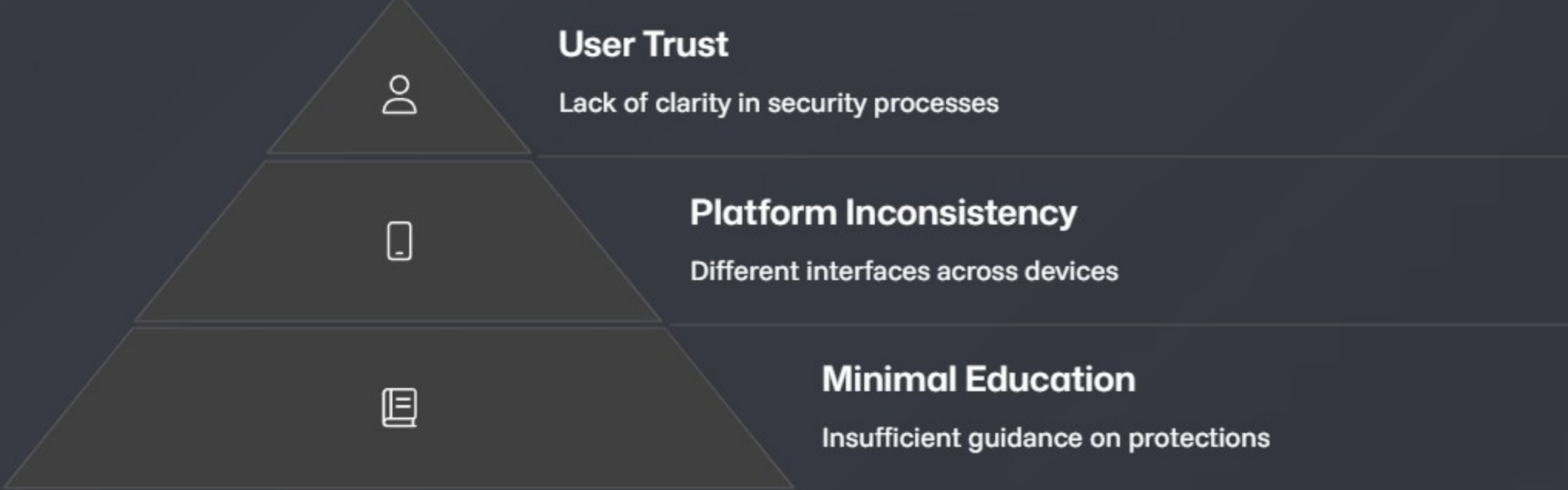
Project Objectives & Success Metrics

- Primary Goals**

- Streamline security settings interaction
 - Encourage broader protection feature use
 - Reduce login-related support volume
- Measured Outcomes**

- 20% growth in 2FA adoption
 - 30% reduction in recovery drop-offs
 - 25% fewer support requests

Problem Definition



AT&T serves over 100 million users, making robust account security critical. Prior interfaces were inconsistent and fragmented, leading to low engagement. Internal audits and regulatory requirements drove the need for redesign.

Research & User Personas

Diane (64)
Privacy-focused, primarily uses a tablet for accessing services.

Marcus (33)
Small business owner who prefers quick mobile interactions.

Sara (25)
Tech-savvy and frequently changes devices for access.

Research included 12 user interviews, analysis of 500+ survey responses, and behavior tracking with heatmaps to understand diverse user needs.

Design Process & Solutions



Core Features Delivered

Security Health Dashboard
Visual protection status overview

Enhanced 2FA Setup
Visualized with real-time feedback

Device Management
Centralized login control system

Proactive Alerts
Educational prompts and notifications

Results & Future Recommendations

18%

Increase in Feature Adoption

25%

Decrease in Help Requests

11%

Improved Login Completion

Future Recommendations

- Enable biometric login options (Face ID, fingerprint)
- Integrate machine learning for risky login detection
- Tailor dashboard content based on user habits

Lessons Learned

- Building user trust is essential for security engagement
- Accessibility reviews reveal critical gaps early
- Legal constraints require tight content collaboration

Discovery

Track User Behavior

Segment Users

Adaptive Widgets

Feedback Loop

Trust First
Building user trust drives security engagement

Early Accessibility
Reviews reveal critical gaps quickly

Legal Collaboration
Tight content collaboration meets constraints

Let's Build Something Amazing Together

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"I'm not just looking for a UX role—I'm looking for a team and mission where I can contribute meaningfully, grow professionally, and help shape user experiences that truly make a difference. I believe this opportunity offers that environment, and I'm eager to bring my experience, curiosity, and problem-solving mindset to help push both the product and team forward."

Tye Robinson | Senior UX/Product Designer | Specializing in Solutions