

## Creative UI/UX Director

### Hands-On Design | Creative Vision | Strategic Thinking

Accomplished creative technologist and conceptual thinker with strategic vision to craft fresh, engaging responsive experiences across all web-enabled devices. Skilled in collaborating with key stakeholders to execute and manage end-to-end digital experiences. Demonstrated ability to gather requirements and create innovative and engaging designs that communicate, inform, and persuade. Empowering leader experienced in aligning teams around a shared vision to produce digital experience solutions that align with organizational objectives. Passionate believer that great experiences start with constructive collaboration, relevant thinking, and smart ideas.

*Technical Skills: Sketch | Figma | Adobe XD | Final Cut Pro | Photoshop | Adobe Creative Suite | Aftereffects | CSS | HTML5 | PHP | Javascript*

User Interface | Digital Media | Video Production | Social Media | User Engagement | Branding Guidelines  
Creative & Innovative | Team Building | User-Centered Design | Wireframes | Data Analytics | Relationship  
Management Thought Leadership | Persuasive Communicator | Collaboration

## Professional Experience

### JP Morgan Chase | 2022 - Present

#### Senior VP Legal UX

Design and direct efforts supporting JP Morgan collection of Legal UX products.

- Lead AI - LLM adoption initiative across all Legal UX applications by first researching where it fits into existing processes then secondly identifying opportunities within existing applications for added user value
- Conceive and create brand experiences involving both images and video that clearly communicate the objectives and values associated with it
- Direct all UI design and UX research for LitHub the firms full stack solution for all Lawyers globally.
- Create stand alone solutions for and manage relationship with third party legal vendor iManage during roll out of their new AI features.

### TCS Consulting | 2018 - 2022

#### Creative Director – UI/UX

Create design workshops specializing in Artificial intelligence and Blockchain solutions.

- Clients: **Pfizer, Morgan Stanley, The International Monetary Fund and General Electric.**
- Designed Operation Warpspeed COVID-19 vaccine instruction site for US states.
- Created VR experiences for Vaccine Handling & History of Pfizer
- Conceived of the [www.pfizerbugbus.com](http://www.pfizerbugbus.com) an anti-germ Covid-19 education experience.
- Configure and lead design thinking workshops for the creation of Apps and digital services.
- Conceive and design AI and voice centric customer experience for AXA Insurance.
- Champion the adoption of Digital Twin technology in the FINTECH space.
- Produce and shoot marketing, promotional and infographic videos.

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## Goji Ai | 2017 - 2018

### **Vice President of UI/UX – Product Design**

Lead development of user interface and interactions targeted to financial community.

- Collaborated with principal stakeholders to create organic brand imagery, adding needed product differentiation in emerging AI/Blockchain space focusing on mobile and tablet users.
- Conducted usability tests, heuristic evaluations, benchmarking analyses and migrated declarative processes to procedural and crafted design recommendations based on findings.

## JP Morgan Chase | 2015 - 2017

### **Associate Creative Director – Video Content UI/UX**

Directed multiple projects, supervising design and idea development, assigning tasks, and monitoring progress.

- UX research and UI design for Chase pay app rollout including unique illustrations and custom motion graphics and video content for <https://www.chase.com/digital/digital-payments/chase-pay>
- Increased user adoption of new mobile experience by explaining benefits of mobile platform through series of infographic parallax web experiences and motion graphic videos.
- Created Digital Asset Knowledge Base (DAKB) American's with Disabilities Act Web Content Accessibility Guidelines (ADA WCAG 2.0) site targeted to internal developer community increasing compliance in consumer-facing applications and reducing WCAG complaints by 43%.the and database from the ground up, achieving 90% first attempt success rate and receiving recognition from CEO and recruited for JP Morgan's Machine Learning Team
- Served as lead UI/US designer for JPMIS team, partnering in development of machine learning system to streamline systems, reduce redundancies, and decrease professional staff man-hours required to complete same tasks.  
<https://www.bloomberg.com/news/articles/2017-02-28/jpmorgan-marshals-an-army-of-developers-to-automate-high-finance>

## Bank of America | 2014 - 2015

### **Senior Digital Art Director – Video Content UI/UX**

Lead New York team in development of video content for [www.ustrust.com](http://www.ustrust.com) and related microsites. Worked across multiple business units including Bank of America, Merrill Lynch, and USTrust.

- Pitched idea, designed content, and managed vendors for Women and Wealth series, increasing self-identified female traffic from 17% to 31%.
- Created wireframes and lead development team for the US Trust Wheel of Wealth app.

## Teacher's Retirement System of NYC | 2013- 2014

### **Digital Creative Director – UI/UX**

Established social media strategies and brand guidelines for mobile applications and user publications. Mentored and coached existing digital product, corporate communications, and development teams.

- Decreased volume of help calls and user complaints by setting up Adobe Creative Flow for streamlined team communication, serving specific experiences to segmented audiences based on unique needs.

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## Creative Consultant | 2012 - 2013

### **Freelance Creative Consultant**

Delivered creative strategy and vision to clients. Partner with customer teams to manage user engagement and digital experience. Clients included COX Networks, Blink Productions, Union Bank of Switzerland, Pershing Financial, and Jordache.

- Revamped existing social media strategy for brands (Dittos, US Polo Association, Jordache) based on social feedback and data analytics.
- Designed UI and developed UX for family of iPad applications, collaborating with Marketing Director and writers on successful rollout.
- Developed social media components for client music promotions, producing and shooting online video content and updating social media programs.

## HSI Productions | 2007- 2011

### **Writer/Director**

Conceptualized music videos and television advertisements and wrote treatments. Developed online social media video strategy.

- Created social media marketing programs for Reebok, Applebee's, Harley Davidson, Turkcell, Ford Escort, Nivea, The White Stripes, Pixie Lott, NE-YO, Ryan Leslie, Daisy Dare, BOA K, and Britney Spears.
- Music Videos: The White Stripes; "Conquest", Pixie Lott; "Girls and Boys", NE-YO; "Mad", Ryan Leslie; "Addicted", Daisy Dare; "Number One Enemy", BOA K; "Eat You Up" and Britney Spears; "3".
- Television Commercials: Reebok: "EZ-Tone", Arthritis Foundation, Harley Davidson, Nivea, Turkcell.

## Digitas | 2005- 2007

### **Creative Manager – Online Video**

Lead social networking application development team and established video expertise within group.

- Developed guidelines and oversaw digitizing of approved video content utilizing existing resources, eliminating expense of external vendor.
- Projects included creation of American Express' "Open" annual Wishlist holiday site and worldwide travel site, and development of new product sites for Samsung.

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## **Education, Professional Development & Affiliations**

Bachelor of Fine Arts, SUNY New Paltz

**Training** – Andersen Consulting Excellence in Management | Macintosh Certified Developer