

GREG YAGODA

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Tarrytown, NY

WWW.GREGYAGODADESIGN.COM

WORK EXPERIENCE

UX Design Lead, Lucera

February 2022 - May 2023 | New York, NY

- Led the design on a high priority initiative to combine all company trade applications into one easily accessible tool for our clients
- Created new features to enhance existing processes and improve the overall user experience of trade applications
- Spearheaded a revamp of the entire component library which was leveraged by the firm to create consistency across all applications

Vice President, UX Design, JPMorgan Chase & Co.

May 2019 - February 2022 | Jersey City, NJ

- Managed a team of UX designers to create user-friendly internal applications for our legal department
- Implemented UX strategies by forecasting future enhancements, conducting UX research and usability testing, and developing streamlined processes for our product and engineering teams
- Built new innovative tools with a focus on accessibility that aimed to increase user adoption

Manager, Visual Design, Avanade

February 2014 - February 2019 | New York, NY

- Directed design initiatives of websites, print materials and presentations for a variety of Fortune 500 companies including JPMorgan Chase, Pfizer, Dow Chemical, Duke Energy and Microsoft
- Managed a team of UX and visual designers ensuring that we met deadlines and achieved the highest quality of design standards

Designer, charity: water

June 2009 - Jan 2014 | New York, NY

- Headed up brand development and designed multimedia materials during inception years as a ground-breaking nonprofit
- Created print and interactive annual reports, produced exhibition signage and supporting collateral for 2,000 person annual event, designed campaign emails and pitch decks for high value donors

Independent Designer

January 2006 - Present | New York, NY

- Produced a wide variety of digital and print content to increase awareness and engagement for a wide range of clients including:
 - **GiveDirectly:** Developed emails, print collateral and digital assets
 - **Goodwater Capital:** Designed a website, educational pamphlet, presentation and variety of infographics
 - **Waterkeeper Alliance:** Created a digital ad campaign, Prezi presentation and gala invite

EDUCATION

Pratt Institute

M.S. in Communication Design

September 2008 - December 2010

School of Visual Arts

Continuing Education in Advertising

October 2003 - January 2006

Connecticut College

B.A. in Environmental Studies

September 1999 - May 2003

SKILLS

- UX/UI Design, Wireframing & Prototyping
- Web Design & Graphic Design
- User Research & Usability Testing
- Figma, Sketch & Invision
- Adobe Illustrator, Photoshop & Indesign
- Microsoft Word, Excel & Powerpoint
- Apple Pages, Keynote & Numbers
- HTML & CSS

