



GREG YAGODA

UX / Product Design Lead

www.gregyagodadesign.com

greg.yagoda@gmail.com

(914) 755 - 6447

New York, NY

Core Skills

UX Strategy

Product Design

Wireframing & Prototyping

Branding & System Design

Responsive Design

Interaction Design

Accessibility Standards (WCAG)

Leadership & Process

Design Strategy

Cross-Functional Collaboration

Stakeholder Management

Agile & Lean UX

User Research & Usability Testing

Tools

Figma

Adobe Creative Suite

Sketch

HTML & CSS

EDUCATION

Pratt Institute

M.S., Communication Design

School of Visual Arts

Continuing Education, Advertising

Connecticut College

B.A., Environmental Studies

UX and Product Design Lead with 15+ years of experience designing and scaling enterprise digital products for financial institutions, Fortune 500 companies, and mission-driven organizations. Manage high-performing design teams, shaping product strategy and delivering accessible, data-driven user experiences. Translate complex workflows into intuitive applications through user research, scalable design systems, and close collaboration with product and engineering teams.

PROFESSIONAL EXPERIENCE

JPMorgan Chase & Co. | VP, Experience Design

May 2023 - Present | Jersey City, NJ

- Lead UX strategy and product design for a suite of internal financial forecasting applications used by global finance teams—exceeding user adoption goal by 43%
- Translate complex financial models and forecasting workflows into intuitive, accessible interfaces for enterprise users—reducing the number of support tickets by 20% through expanded self-service features
- Conduct user research and usability testing to identify workflow inefficiencies and drive product improvements
- Facilitate design retrospectives and process improvements that reduced design rework and improved delivery timelines
- Partner with product managers, engineers, and data teams to align UX strategy with business and operational priorities

Lucera | UX Design Lead

February 2022 - May 2023 | New York, NY

- Led UX design for a strategic initiative consolidating multiple trading platforms into a unified client-facing application, simplifying workflows for complex trading operations and improving usability across institutional client tools
- Spearheaded redesign and expansion of the company-wide design system and component library, enabling consistent UI patterns across applications and accelerating development
- Partnered with product and engineering leadership to standardize UX patterns across the platform ecosystem

JPMorgan Chase & Co. | VP, UX Design

May 2019 - February 2022 | Jersey City, NJ

- Managed and mentored a team of UX designers building internal suite of legal and compliance applications
- Led UX research, usability testing, and workflow analysis to modernize legacy internal systems
- Defined UX strategy and product roadmaps aligned with legal operations and regulatory requirements while establishing design processes that strengthened collaboration between design, product, and engineering teams



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Avanade | Manager, Visual Design

February 2014 - April 2019 | New York, NY

- Led design initiatives for Fortune 500 clients including JPMorgan Chase, Pfizer, Dow Chemical, Duke Energy, and Microsoft
- Designed and built websites, digital products, presentations, and print communications across multiple industries
- Managed and mentored a team of UX and visual designers while ensuring high-quality design delivery
- Worked directly with clients and internal teams to translate business goals into effective digital experiences and visual systems

charity: water | Designer

June 2009 - February 2014 | New York, NY

- Played a key role in developing the brand and visual design during the early growth of a globally recognized nonprofit, contributing to a 10× increase in donations during my time with the organization
- Designed annual reports, campaign emails, digital content, and fundraising materials
- Produced exhibition signage and collateral for 2,000+ attendee annual fundraising events—raising more than \$3 million per event
- Designed campaign emails and digital content reaching 150,000+ supporters and donors

Independent Designer

January 2006 - Present | New York, NY

Selected clients include Goodwater Capital, IZUMI Foundation, Waterkeeper Alliance, CORE Real Estate, KLS Foundation, and GiveDirectly.

- Delivered brand identity, digital product design, and marketing collateral for mission-driven organizations and venture firms
- Designed investor materials, campaign assets, and web experiences supporting fundraising and organizational growth