



www.gregyagodadesign.com

greg.yagoda@gmail.com

(914) 755 - 6447

New York, NY

Core Expertise

Design Strategy & Leadership

Product Strategy

Enterprise Product Design

AI-Integrated Product Design

Design Systems

User Research

Cross-Functional Leadership

Inclusive Design & Accessibility

Visual & Brand Design

Information Architecture

Tools

Figma

Adobe Creative Suite

HTML/CSS

EDUCATION

Pratt Institute

M.S., Communication Design

School of Visual Arts

Continuing Education, Advertising

Connecticut College

B.A., Environmental Studies

Product Design leader with 15+ years of experience transforming complex digital products into intuitive experiences and measurable business results for major financial institutions, Fortune 500 companies, and mission-driven organizations.

PROFESSIONAL EXPERIENCE

Vice President, Experience Design | JPMorgan Chase & Co.

May 2023 - Present | Jersey City, NJ

- Lead UX strategy and end-to-end product design for a suite of four internal financial forecasting applications used by 10,000+ global finance users, driving 43% YTD growth in new users and saving 5,000 hours annually through automation and controls.
- Translate complex financial models, workflows, and data into intuitive, accessible enterprise experiences, reducing support tickets by 20% through expanded self-service and automation.
- Partner with product, engineering, and senior leadership to shape product strategy, prioritize user needs, and align design decisions with business and operational goals.
- Conduct user research and usability testing to identify workflow inefficiencies and translate findings into product improvements.
- Established design retrospectives and process improvements that reduced rework and improved delivery timelines.

UX Design Lead | Lucera

February 2022 - May 2023 | New York, NY

- Led UX design for high-performance FX trading platform, consolidating 3 trading applications into a unified experience and simplifying complex workflows for institutional traders.
- Redesigned critical trading workflows including Spot Order Entry and Spreader, using user research to improve information hierarchy, contextual actions, and configurable interfaces for high-stakes trading operations.
- Spearheaded the redesign and implementation of a 50+ component design system across four trading applications, introducing a modern visual language, flexible interaction patterns, and theming capabilities while reducing inconsistencies and development effort.
- Partnered with product and engineering to translate complex trading requirements into scalable UX patterns, creating a more mature and reusable design foundation across the platform.

VP, UX Design | JPMorgan Chase & Co.

May 2019 - February 2022 | Jersey City, NJ

- Managed and mentored a team of five UX designers responsible for modernizing legal and compliance applications supporting JPMorgan's global legal organization.
- Defined UX strategy and product roadmaps for a personalized knowledge platform serving 2,000+ lawyers and legal professionals, as well as a client onboarding and KYC application.
- Led user research, usability testing, and workflow analysis to simplify complex legacy processes, improve information architecture, and create more intuitive experiences for legal and compliance professionals.
- Partnered with legal operations, product, and engineering leaders to prioritize opportunities, navigate regulatory requirements, and establish design practices that strengthened cross-functional collaboration and delivery.



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Manager, Visual Design | Avanade

February 2014 - April 2019 | New York, NY

- Led UX strategy and product design for complex digital transformation initiatives for Fortune 500 clients including JPMorgan Chase, Pfizer, Dow Chemical, and Duke Energy, translating business and operational challenges into scalable, user-centered enterprise experiences.
- Led the 11-month redesign of Dow Chemical's global digital ecosystem, spanning the corporate site and two major business units; established a scalable, mobile-first experience and information architecture to improve customer discovery, engagement, and access to complex product and technical information. Delivered 50+ responsive screens from 100+ wireframes.
- Designed Pfizer's Digital Operations Center, transforming paper-based manufacturing workflows into a connected, real-time digital platform spanning 12 applications and multiple devices.
- Managed and mentored UX and visual designers while maintaining high-quality design delivery across client engagements.
- Partnered directly with clients and internal teams to translate business goals, complex content, and technical requirements into effective digital experiences.

Designer | charity: water

June 2009 - February 2014 | New York, NY

- Helped shape the visual identity and digital presence of a leading nonprofit during a period of significant organizational growth, contributing to campaigns that helped drive a 10x increase in donations.
- Designed annual reports, campaign emails, digital experiences, fundraising materials, and brand communications reaching 150,000+ supporters and donors.
- Designed exhibition environments and collateral for annual fundraising events with 2,000+ attendees, generating \$3M+ per event.

Independent Designer

January 2006 - Present | New York, NY

- Lead end-to-end brand, digital product, and UX projects for venture-backed companies, nonprofits, and mission-driven organizations.
- Selected clients include Goodwater Capital, IZUMI Foundation, Waterkeeper Alliance, CORE Real Estate, KLS Foundation, and GiveDirectly.