

# Joshua Rasiel

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## SUMMARY

- Multidisciplinary Lead User Experience Designer with 10+ years of experience
- Led the design of effective, delightful, award-winning experiences for Fortune 500 companies
- Expert information architecture, UI, interaction design, visual design, copy, and prototyping skills
- Seasoned UX researcher, user tester, presenter, communicator, and mentor
- Turns dense, messy data into elegant solutions
- Tools: Figma, Sketch, UserZoom, Proto.io, InVision, HTML/CSS, whiteboards, napkins, pencils

## EXPERIENCE

### **JPMorgan Chase & Co. | VP, Lead UX Designer** — 04/2018 to 04/2023

As part of the Digital Experience team, led the design of sales, trading, and risk management products for JPMorgan's Corporate & Investment Bank.

Wireframed, designed, and prototyped elegant solutions to complex, data-driven workflows.

Worked closely with stakeholders to help define product and user requirements.

Formulated research plans and engaged frequently with users for discovery, definition, and user testing.

Uncovered key insights, pain points, and opportunities.

Worked with the UIToolkit team to innovate new interaction patterns as needed.

Helped create collaborative working environments on politically difficult projects, by improving communication between designers, developers and product owners.

Mentored junior designers.

### **Freelance Lead UX Designer** — 07/2016 to 03/2018

For **Chubb Insurance** - led the complete redesign of a complex internal sales tracker.

For **Investopedia**, helped shape the design and function of consumer-friendly investment tools.

For **Verizon Hum**, helped shape the next generation of onboard automobile diagnostics while raising the consumer app rating from 2.5 to 4.5 stars.

For **Wyndham**, improved the online hotel reservation flow, resulting in less calls and more conversions.

### **Critical Mass / Citibank | Senior UX Architect** — 05/2015 to 06/2016

Co-led the concept, design and prototyping of a Wealth Management experience for Citibank's APAC customers. ("Citigold Total Wealth Advisor")

Synthesized complex portfolio data into a user-friendly tablet app with an innovative presentation.

Drafted user testing goals and metrics. Conducted stakeholder workshops and ethnographic studies.

Streamlined and modernized Citibank.com with a completely new IA, responsive navigation and footer.

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**Behavior Design | Freelance Lead UI/Visual Designer** — 01/2014 to 05/2015

Led award-winning site redesign for Red Hat Linux, an industry-leading IT company.

Designed and prototyped interactive elements.

Collaborated with UX Director on wireframes, page flow, and page layout.

**Time Warner Cable | Freelance Senior UI/UX Designer/Art Director** — 07/2013 to 01/2014

Used site metrics, user interviews, and competitive analysis to discover gaps in TWC.com user flows.

Dramatically improved conversion and user engagement by proposing, wireframing and designing new pages for TWC.com.

**DIRECTV | Interaction Designer** — 10/2011 to 08/2013

Designed home & landing pages for directv.com, with a focus on premium content and pixel-perfect work.

Helped convert the UX of a traditional desktop-only site to a responsive design.

**Victoria's Secret | Interaction Designer** — 07/2007 to 09/2011

Designed home and landing pages for Victoria's Secret online presence.

Conceptualized, designed, and prototyped interactive experiences for product launches (i.e., "See How The New Bra Works").

**References/Glowing Testimonials:** Available on request

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