

Enthusiastic design lead with a wide range of hands-on experience in strategy, design and management of innovative digital product and services for Fortune 100 Clients. A passionate champion of customer experience, and deep knowledge of a User Centric Design (UCD) process for iterative design, testing and release in the product lifecycle.

Program Management & Design Strategy

**Director UX, Prudential Global Investment Management (PGIM) Newark, NJ** Jun 2020 – Mar 2021

- Lead UX Designer for 11 affiliate marketing sites of a \$1.7 trillion investment firm.
- Introduced 'Feedback Friday' sessions to CMOs and Digital Leaders to present common themes based on iterative research, design, testing and release.
- Managed small off-shore team in agile development process to collaborate with product leads for making UI improvements, micro-site development and other digital business initiatives.

**Director Innovation by Design, Genpact NY, NY** Jan 2016 – Nov 2018

- Facilitated Design Thinking Co-Creation Workshops with leaders in business operations to identify and solve the problems in the middle and back office, which inevitably boil up to the customer level. Workshop agendas had structured hands-on design sessions to rapidly generate very specific outcomes such as a product road map over sprint lifecycles, or a go-to-market value proposition for launching an innovative new service line.
- Led the Service Design effort for Genworth Financial for this problem statement: *"How might we keep seniors in the home longer?"* which resulted in the creation of a physical design home-care facility with sensors that trigger safety measures, smart home devices and digital communication systems to caregivers.
- Created Innovation Labs to be used for Design Thinking workshops both for clients as well as with internal teams.
- Developed and taught a Design Thinking curriculum and workshop training program for an 80,000 person global workforce to form and sustain design led business operations.

**Director User Experience, Wolters Kluwer, Corsearch NY, NY** Nov 2015 – Dec 2016

- Partnered with SME Business analysts to determine feature requirements
- Collaborated with near shore Agile development team to define design direction and guidelines on a SAS application used by IP Attorneys to research malicious activity on corporate domain portfolios.

**UX Manager, Alexander Interactive NY, NY** May 2015 – Sept 2015

Client: Met Life Japan Project: iPad Sales Platform for Japanese Insurance Agents

- Managed global team to interpret and define business requirement documentation into UI/UX design.
- Facilitated review and delivery process to stakeholders from marketing, business and technology for feedback and design iteration.

**UX Lead, Wipro Digital NY, NY** Dec 2014 – May 2015

Clients: US Bank, Univar, Capital One, TD Bank, Hartford Insurance

- Collaborated with leadership in design, business and marketing to define go-to-market value proposition and business operations for the launch of an internal agency of a global BPO firm dedicated to digital consulting.
- Organized design sprints (IN24) with diverse teams to demonstrate lean methodologies in an iterative design process based from 'man on the street' customer interviews to gather pain-points for rapid problem solving.
- Led the team in co-creation workshops with US Bank Corporate Card Accounts to redefine the credit card payment system operator workflows and digital touch points for a platform migration.
- Mentored and taught a User Centric Design (UCD) Process to new hires and junior team members.

**Head of UX, Capgemini Dallas, TX** Oct 2009 – April 2010

- Project I: White-label Consumer DVD Sales Web Site for Hewlett-Packard. Managed a team of information architects, and developers to define the customer experience for browsing, shopping, download-on-demand and check out on a white-label DVD consumer sales web site. Created project plan and led presentations to C-level executives.
- Project II: Digital Distribution Backbone (DDB) for SONY Entertainment: Collaborated with VPs from Sony Distribution to define the strategy & specifications of digital distribution network. Designed wireframes to display the UX for selecting, bundling and distributing creative assets to a variety of diverse distribution platforms and markets.

**Founder, DisruptiveExperience, NY, NY** Sept 2008 – Present

Digital consulting with expert knowledge in project planning, management and design strategy. Roles include: Research lead for Pfizer Pharmaceuticals Manufacturing, Moderator of Usability Testing for Bottega Veneta Consumer Shopping Experience, UX Curriculum Designer for PWC Training and Internal Development.

## UX Design and Research

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### **Lean Experience Lead, UX Design, DRAFTFCB Healthcare NY, NY**

Aug 2013 – Dec 2014

Project: A Suite of Mobile Applications for Drug Reps of Large Pharmaceutical Clients

- Re-defined internal team process using Axure to design the user experience directly into clickable prototypes with real data and content for both internal reviews as well as for client feedback and design iteration.

### **Lead Strategy & UX Design, EMC Consulting NY, NY**

Dec 2012 – July 2013

Project: Intranet Hub for J.P. Morgan & Chase Co.

- Designed Travel Expense Management application to upload receipts, match credit card accounts and submit travel reimbursement for approval.

### **Senior Interaction Designer, Thomson Reuters NY, NY**

Sept 2010 – March 2011

- Collaborated on a new executable, graphical interface application based on the future *Eikon*, for financial analysts to view large data sets and create reports.

### **Lead Information Architect, Consumer Reports Yonkers, NY**

Sept 2008 – Aug 2010

Project: Hospital Ratings Application

- Worked with statisticians and researchers to define and design large raw data sets into a consumer facing hospital ratings tool for over 5,000 US based hospitals.

### **Senior Design Analyst, Sapient Chicago, IL**

May 2006 – Aug 2008

- Project I: Alumni Portal for Yale School of Management
- Project II: Best-of-Breed Loan Origination POS for Citadel

## Project Management

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### **Technology Producer, The Museum of Modern Art NY, NY**

Sept 2001 – Jan 2002

- Collaborated with the Department of Education to strategize, redefine and redesign program Web site and managed the lifespan of the project to ensure quality and timely delivery.

### **Project Manager, Razorfish, INC. NY, NY**

Aug 1999 – July 2000

- Clients: J.P. Morgan Financial Services Corporate, 3Com Corporation's Internet Appliance Division for *Audrey*, a nascent home Internet appliance and *Cieos*, a mobile digital hardware product for dentists.

### **Project Producer, The American Gateways Project NY, NY**

June 1996 – July 1999

- Managed a diverse team for a U.S. Department of Education Challenge Grant to District 1 in New York City to build an Immigrant Oral History Web portal and taught technology curriculum to Settlement House staff.

### **Producer, AT+T Downtown Digital, The Voyager Company NY, NY**

Sept 1993 – April 1994

- Conducted usability testing on consumer applications for interactive television prototypes.
- Organized, edited and programmed database for content on several CD ROM products.

## Professional Insight and Teaching

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Founder, [Experiences in Service Design](#), Global MeetUp

2012 – Present

Workshop Leader: **Design Thinking, UX Strategy**

Solo Panelist, **South by Southwest Conference**

March 2011

Curb Your Experience: Pushing the UX to Extreme: [http://schedule.sxsw.com/events/event\\_IAP6395](http://schedule.sxsw.com/events/event_IAP6395)

Convivium Leader, **The International Slowfood Movement**

Aug 1997 – June 1999

Organized events to promote taste education and local, artisanal food distribution.

ESL Teacher, **The Center for Southeast Asian Refugee Resettlement**

Sept 1990 – July 1992

Developed and taught English language curriculum for refugees and new immigrants.

## Education

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**New York University (ITP)**, New York, NY 1997 M.P.S., Interactive Telecommunications Program

**Hampshire College**, Amherst, MA 1988, B.A. Anthropology, Communications and Cognitive Science

Member: MIT Enterprise Forum, New York City Chapter Usability Professionals' Association,  
NYC-Computer Human Interface Community, IXDA, American Society for Information Science and Technology

## Personal Interests

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Culinary Arts, Travel, Photography: [JLUVPhoto](#)