

Collaborative, creative and innovative hands-on design leader with a wide range of experience in digital transformation with Fortune 100 clients in the enterprise environment. I use a story-telling approach that clearly articulates design concepts visually and verbally and will effectively communicate complex ideas, analyses, and recommendations to clients. Expertise in usability testing, journey mapping, prototyping and workshop facilitation.

UX Strategy–Business Operations

DELOITTE DIGITAL, Manager

Feb 2022 – July 2023

Dedicated to *The Smart Factory* in Wichita, Kansas with a specific focus on the future of work, the workforce and workplace in Manufacturing. Worked collaboratively with leaders from Human Capital to define HC as a Service (HCAas), a Digital Asset portfolio and identified new business and organic growth opportunities with the goal of growing revenue.

U.S. BANK, VP Strategy Transformation and Corporate Affairs

Jan 2021 – Feb 2022

Integrated a Design Thinking and Service Design approach to support Human Resources and Global Recruiting to improve the employee experience in Talent Acquisition, Onboarding and Orientation for 40,000 new FTE hires, yearly.

PGIM GLOBAL PARTNERS, Director User Experience

Nov 2019 – Jan 2021

UX leader for the Marketing Affiliates of a \$1.7 tr Global Institutional Investment Firm: increased click rates 20% by aligning legal compliance with technology and business goals. Managed off-shore team in agile development process to collaborate with marketing teams on micro-site development and digital business initiatives.

GENPACT, Director Innovation by Design

Mar 2016 – Nov 2018

Workshop Facilitation for C-Suite leadership, created a Design Thinking Playbook for clients such as: Kraft Heinz for an improved vendor payment system, Genworth for a long-term care insurance program and Facebook for content moderation. Developed and taught a UX curriculum for management training that was implemented on the Educast platform and released to the 80k global workforce to learn and adopt design led business operations.

UX Strategy–Product Design and Services

INFUSION, Director Strategy & Innovation

Jan 2019 – Aug 2019

Client: Pfizer Pharmaceuticals Project: A research assignment in the manufacturing plants in Puerto Rico to develop a proof of concepts with Microsoft Surface Hub tablets on the factory floor for team scrum reports regarding product release, shipment and mass distribution

WOLTERS KLUWER, Director User Experience

Nov 2015 – Dec 2016

Corsearch Platform: Conducted deep contextual research on a SAS application used by IP Attorneys to research malicious activity on corporate domain portfolios and collaborated with near shore Agile development team to define design direction, and governance for the system to be released as a fully functional subscription service.

ALEXANDER INTERACTIVE, UX Manager

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 physical design mobile product. Facilitated review and delivery process to stakeholders from marketing, business and technology for feedback and design iteration.

WIPRO DIGITAL, UX Lead

Dec 2014 – May 2015

Clients: US Bank, Univar, Capital One, TD Bank, Hartford Insurance
Collaborated with leadership to define an operational design-led playbook and to create an internal agency within the technology-centric firm in digital consulting. Managed teams in rapid design sprints (IN24) to demonstrate lean methodologies and iterative design process to prospective clients.

CAPGEMINI, Head of UX

Oct 2009 – April 2010

Project I: White-label Consumer DVD Sales Web Site for Hewlett-Packard that was Upsold from Blockbuster Video to Walmart.com. Managed a team of information architects, designers and developers to define and develop the customer experience for a download-on-demand 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 unit and Cap business analysts to define the strategy & specifications of a 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.

WELLS FARGO, ENTERPRISE MARKET RISK, Research Lead

Mar 2014 – Dec 2014

Project: Redesign for Risk Monitor Platform to Set Limits and Trigger Alerts (LiMS) Conducted primary user research with analysts on the trading floor to define blueprints for enterprise application redesign.

DRAFTFCB HEALTHCARE, Lean Experience Lead

Aug 2013 – Dec 2013

Projects: 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.

EMC CONSULTING, Lead Strategy & UX Design

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. Planned the disruption of the JPMC corporate SharePoint Intranet from irrelevant content to task based mobile Web apps serving 2+ million internal employees worldwide.

THOMSON REUTERS, Senior Interaction Designer

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.

CONSUMER REPORTS, Lead Information Architect

Sept 2008 – Oct 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.

STANDARD & POORS, COMPLIANCE & RISK, Lead Usability Engineer

Apr 2008 – Oct 2008

Project: Ratings Compliance Monitoring & Reporting Tool
Collaborated with Business Analysts to gather requirements from stakeholders to define a first generation dashboard application for ratings and compliance officers to conduct tests on internal communications.

SAPIENT, Senior Design Analyst

May 2006 – Mar 2008

I. Project: Alumni Portal for Yale School of Management
Led requirements gathering from stakeholders to plan features for a new alumni portal based on a mash-up of Facebook, LinkedIn and Evite.

II. Project: Best-of-Breed Loan Origination POS for Citadel

Conducted extensive user research with video to determine features and design portal for sandboxing loan submission scenarios, pipeline management and internal communication tools between broker and loan customers.

Project Management

THE MUSEUM OF MODERN ART, Technology Producer

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.

RAZORFISH, INC., Project Manager

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.

THE AMERICAN GATEWAYS PROJECT, Senior Producer

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.

AT+T DOWNTOWN DIGITAL, THE VOYAGER COMPANY, Producer

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

SERVICE DESIGN & UX STRATEGY, Workshop Leader

2012 – Present

Semester long curriculum that can be catered to a lecture, a few hours or days.

SOUTH BY SOUTHWEST CONFERENCE, Solo Panelist

March 2011

Curb Your Experience: Pushing the UX to Extreme: http://schedule.sxsw.com/events/event_IAP6395

THE INTERNATIONAL SLOW FOOD MOVEMENT, Convivium Leader,

Aug 1997 – June 1999

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

THE CENTER FOR SOUTHEAST ASIAN REFUGEE RESETTLEMENT, ESL Teacher

Sept 1990 – July 1992

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

Education

NEW YORK UNIVERSITY New York, NY Interactive Telecommunications Program (ITP)

M.A 1997

Thesis Project: WorldTalk: An Internet Bulletin Board Service for Speakers of English as a Second Language

HAMPSHIRE COLLEGE Amherst, Massachusetts, Anthropology, Communications and Cognitive Science

B.A. 1988

Member

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

Personal Interests

Culinary Arts, Travel, E-biking, Photography: <http://www.JLUVPhoto.com>