

ERIC WRIGHT

eric@wright.fm
ericwright.xyz

PROFILE

A proven design leader with 20+ years of experience building high-performing teams and delivering user-centric, innovative products in fintech, enterprise B2B SaaS, and consumer tech. Specializing in aligning design strategy with business objectives, fostering a culture of quality, and driving transformative growth through thoughtful design leadership.

EXPERIENCE

Head of User Experience / JP Morgan Asset Management / Oct 2022 to Present

- Direct and lead global UX team to design and implement successful user experiences for 100+ applications on JP Morgan's strategic platform powering over \$3 trillion in assets under management
- Collaborate with stakeholders to integrate UX strategies with business objectives, shape strategic design direction to support digital transformation initiatives, enhance engagement, and elevate user satisfaction.
- Manage the entire UX process, including research, design architecture, visual design, prototyping, and validation.
- Evangelize design thinking to senior stakeholders, including Asset Management Operating Committee and AM-wide Product Conference
- Direct development and scaling of design system, enabling scalability and innovation while reducing design-to-development handoff time
- Design Lead for firm-wide Amplify Design Conference, fostering collaboration and innovation across design, product, and engineering teams.
- Facilitate design critiques to elevate quality, providing actionable feedback and cultivating a shared understanding of product excellence.

Head of Design / Sagetap / Nov 2021 to Aug 2022

- Create design strategy, UX, and branding for network connecting next-gen technology companies with buyers and end-users, at scale, to accelerate growth
- Grew monthly recurring revenue (MRR) from \$0 to \$140k+ in under 6 mo through strategic product redesign, pricing adjustments, and sales funnel optimization
- Reduced onboarding time from months to hours by eliminating bottlenecks and automating customer workflows, improving user success metrics.
- Designed a scalable core interaction model, enabling automated delivery of the platform's core value without reliance on live representatives.
- Directed brand strategy to align visual identity and messaging across product and marketing touchpoints.

Creative Director and Head of Design / Liquidnet / Apr 2012 to May 2021

- Led global product design team, managing UX, visual design, and user research for trading and investment analytics platforms
- Managed marketing design team responsible for all advertising, sales materials, and brand collateral in both print and digital.
- Directed corporate rebrand, unifying brand identity across all channels and developing comprehensive guidelines for consistent application.

Product Manager / Liquidnet / Jan 2009 to Apr 2012

- Led cross-functional team to create and deliver market intelligence applications to hundreds of public companies in the US, distributed through partnership with the New York Stock Exchange.
- Featured in Chapter 3, "Plan to Learn Faster", of *User Story Mapping: Discover the Whole Story, Build the Right Product* by Jeff Patton (O'Reilly Media, 2014)

Product Designer / Liquidnet / Aug 2007 to Jan 2009

- Led research effort resulting in creation of new business unit
- Created and led team to design and build app for new customer base.

Product Manager + Designer / Bitscribe / Mar 2006 to Aug 2007

- Led design and development of custom B2B SaaS products in entertainment, media, manufacturing, logistics, and other industries with founders of Heroku.

EXPERIENCE

UX Designer + Front End Developer / Oversee / Apr 2005 to Mar 2006
Designed and developed consumer web apps including blogging platform, photo sharing community, web video platform, and social network.

Designer + Web Developer / The Griswold Company / May 2003 to Jul 2004
Designed marketing materials, collateral, advertising, and web presence.

AREAS OF EXPERTISE

Leadership and Strategy
Design team leadership, talent strategy, systems thinking, cross-functional collaboration

Product Design
UX strategy, design systems, full-stack UX processes, prototyping

Brand Development
Corporate rebranding, brand strategy, implementation

Design Evangelism
Presenting to executive stakeholders, leading firm-wide design initiatives, advocating for design thinking, normalizing best practices

Tools and Technologies
Figma, Adobe, HTML, CSS, JavaScript, React

Agile Methodologies
Agile, Scrum, user story mapping

RECOGNITION

Design Lead / JPMorganChase Amplify Design Conference
Firm-wide design event showcasing innovation and collaboration, 2024

Presenter / AWM ProdCon Product Management Conference
Advocated for Design Sprints and user-centric product strategies, 2024

Featured / Best Figma Plugins
Round up of the year's best plugins, "Tools that improve our workflow, boost our productivity, and just add some joy." By Roman Kamushken, 2020

Case Study / User Story Mapping / Chapter 3, "Plan to Learn Faster"
Case study on delivering value through agile design and product management. By Jeff Patton, O'Reilly Media, 2014

Interview / CIO Magazine / "What Every Programmer Should Know About Design"
Conversation on integrating design thinking successfully in cross-functional teams. By Matthew Heusser, CIO Magazine, 2013

EDUCATION

BFA, with Honors / Film & Television Production / NYU Tisch School of the Arts
Advanced Management Program / NYU Stern School of Business

INTERESTS

Filmmaking, jiu-jitsu, woodworking