

# Vik Kothawala

VP, Digital Customer Experience

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EMAIL

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## Education

Jun 1989 – Oct 1995

MUMBAI, INDIA

**Bhavans College**  
High School Diploma

Computer Science Major

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## Employment History

Nov 2016 – Present

NEW YORK, NEW YORK

**VP Digital Customer Experience**  
JPMorgan Chase & Co.

### Responsibilities:

End-to-end ownership of servicing current design workflows. Identifying areas that need updating and designing net-new solutions.

Work with Product and Technology teams (across the globe) to develop Customer Centric design solutions, Gather information from users by way of a variety of qualitative and quantitative methods, including interviews, personas and usability testing.

### Accomplishments:

*Chase Wealth Management* - Led the initiative to design an omni-channel solution for *Investments Trade Ticket*. I successfully constructed a shared vision and alignment across all teams. The new trade ticket saw an increase of 11% in transactions over a 6 month period.

*J.P. Morgan Private Bank* - I researched, designed and prototyped the Positions page for high net worth clients (+\$20M). I aligned with 4 scrum teams and 2 product teams across europe asia and US on this project.

*International Private Bank* - My book of work for IPB includes working on Positions, Transactions, Summary dashboard and redesign of the Research portal.

Mar 2016 – Sep 2016

NEW YORK, NY

**Lead UX/UI Designer**  
Oppenheimer Funds

### Responsibilities

Build cross team partnerships with Product managers and technology teams. Define scope and timelines, size workflows, sorting through past user research and conducting new user

research interviews.

### **Product Access Data Portal (PDAP)**

Redesign existing portal that would help users identify, locate and most importantly relate with the data points displayed on their screens. Work with product teams to devise a UX strategy. Work with technology teams to build a library of components and patterns, build Sitemap, conduct User Research and identify pain points, build User Personas and Journey Maps, build Wire-frames and prototypes, Conduct usability testing.

Jul 2013 – Feb 2016  
NEW YORK, NY

## **Lead UX/UI Designer**

### **Citi Bank**

#### **Responsibilities**

Lead design initiatives for Citi Velocity. Work with stakeholders to create UX/UI solutions. Identify areas on Citi Velocity portal that needed upgrades and come up with innovative ideas to engage users.

#### **HTML templates for Research documents**

The goal was to convert all research documents authorized in PDF and word formats to HTML. Design functionalities that would help users filter research documents to their specific needs and cut through the noise. Display research material based on user portfolios and entitlements.

Build template designs that would work across multiple products, Build a library of patterns and create a style guide. Design omni-channel email templates,

#### **Citi Velocity**

I worked on multiple projects involving data visualization, charting and end to end UX/UI design strategy for CitiVelocity. This involved engaging with product teams located in New York and scrum teams based in Jersey City, Canada, Israel, UK, Australia and India.

#### **Municipals**

My book of work for Municipals included end to end design solutions for Origination Central, Client Portal, and Client Insight flows.

#### **Links**

[Client Portal](#) (Desktop)

[Client Insight](#) (Tablet)

[CRM](#) (Smart Phone)

Jun 2012 – Jun 2013  
NEW YORK, NY

## **Lead UX/UI Designer**

### **JDRF - Juvenile Diabetes Research Foundation**

#### **RESPONSIBILITIES**

- Wireframes, Sitemaps, Prototypes
- Co-ordinate with vendors and department heads across the country

- User Interface and User Experience Solutions
- Organize/Schedule meetings with team members
- Jabber Design and prototypes
- Video – special effects and production
- Design and develop customized template themes
- UAT Testing
- Co-ordinate with implementation and set up of the intranet
- Implementation of the intranet
- Migration of Active Directory (from a UI/UX design perspective only)
- Update and maintain various sections and aspects of the JDRF intranet and JDRF website

#### **Technology**

HTML, CSS, JavaScript

Software: Dreamweaver, Photoshop, Flash, Illustrator, Acrobat, Fireworks, PowerPoint

CMS: Interact

#### **Mockups**

[Demo Pages](#) (PDF) | [Wireframe](#) (Sitemap) | [Wireframe](#) (Home page)

Feb 2010 – May 2012

ELMWOOD PARK, NJ

## **Manager, Design and Online Experience Craft & Hobby Association**

#### **Responsibilities**

- Wireframes, Prototypes and Sitemaps
- User experience and User interface solutions
- Organize weekly meetings with team members
- Design banner ads for websites and trade shows (on-site)
- Design print ads for publications and billboards
- Video – special effects and production
- Design email templates and eNewsletters with rich user interface
- Provide design guidelines for the theme of the shows
- Create database, matrix and work on registration forms
- Design PowerPoint Presentations
- Working on NetForum (CMS)

#### **Technology**

HTML, CSS

Adobe Suite including Photoshop, Flash, Illustrator, Acrobat and Fireworks

#### **Mockups**

[Website Banners](#) | [Home Page Layouts](#)

May 2009 – Feb 2010

NEW YORK, NY

## **Lead Designer Barclays Capital**

### Responsibilities

- Visualize, Design and develop websites/sitelets for Barclays Capital clients and affiliates
- Design and develop HTML emails and Newsletters with rich user interface
- Create database and Matrix
- Graphic Design including prototypes using wireframes
- Working on CMS tools like Amlink and Starcite
- Design Corporate Presentations in PowerPoint

### Technology

PHP, CSS, JavaScript, MYSQL, HTML

Dreamweaver, Photoshop, Flash, Illustrator, Acrobat, Fireworks

Dec 2007 – Apr 2009  
WOODCLIFF LAKE, NJ

## Lead UX/UI Designer BMW of North America

On top of being around some really fancy cars in the lobby, leading the Interaction design for BMW and Mini Cooper changed my perspective and gave me a much deeper understanding of the corporate culture. I learned a lot about branding guidelines and the power of brand recognition

### Responsibilities

- Visualization, Concept, Design, Development and Content management
- Designing interactive layouts
- Maintain/Update the BMW University website
- Flash based animations to be exhibited on Ride-and-drive events
- Corporate presentations in PowerPoint and Flash

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## Skills

Sketch	● ● ● ● ●	Invision	● ● ● ● ●
Axure	● ● ● ● ●	Adobe Photoshop	● ● ● ● ●
Adobe Illustrator	● ● ● ● ●	Adobe Creative Suite	● ● ● ● ●
Balsamiq	● ● ● ● ●	Design Patterns	● ● ● ● ●
Data Visualization	● ● ● ● ●	Leadership Skills	● ● ● ● ●
Coaching and Mentoring	● ● ● ● ●	Design Thinking	● ● ● ● ●
Personas	● ● ● ● ●	Journey Maps	● ● ● ● ●
Microsoft PowerPoint	● ● ● ● ●	Communication Skills	● ● ● ● ●
UX Architecture	● ● ● ● ●	Visual Design	● ● ● ● ●