CHRIS YELLEN

User Experience
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User Experience Director with 15+ years of interactive design experience within the financial services, telecommunications, energy and retail industries. Proven track record in developing large-scale web and mobile initiatives from concept to completion. Organized and adaptable to all size businesses.

KEY SKILLS

User Centric Design (UCD) | Information Architecture (UI) | Mobile Development | Usability Testing
Business Analysis | Program Management | Agile | Lean UX | Copywriting / Editing
Online Brand Development | Interactive Marketing | Leadership / Guidance

WORK EXPERIENCE

CY UX   User Experience Consultant
01.2018 – present   New York, NY

Principle UX Strategist for clients specializing in healing modalities and consulting services.
- Designed UI and built website for Healerology.com.
- Crafted visuals / UI and style guides for Hospitality dashboard for BI toolsets (Google Data Studio, Tableau).

Barclays Capital   User Experience Consultant
09.2014 – 12.2017   New York, NY

Oversee User Experience projects for clients in financial services.
- Designed and developed the global compliance portal initiative focusing on regulatory conflicts.
- Led UX strategy for Barclays Now, a mobile suite of solutions for compliance applications.
- Conducted UX workshops and user research surveys.
- Designed the interface components for portal leveraging Angular JS / Bootstrap components.
- Supervised the UI development work and enforced interactive guidelines.

J.P. Morgan   User Experience Lead (VP)
09.2013 – 09.2014   New York, NY

Designed and oversaw User Experience initiatives for the JP Morgan Markets portal specifically the Credit Trading platform and Investor Services portal.
- Led UX and design team surrounding JPMorgan Markets portal, interactions and branding guidelines.
- Designed the user experience for credit instrument switch calculation toolset.
- Engineered enterprise portal Strategy and interactive guidelines.
- Developed and lead design team on portal application integration.

Goldman Sachs   User Experience Consultant
05.2013 – 09.2013   New York, NY

Oversaw the creation of website taxonomy, application branding guidelines, process flows and high definition schematics.
- Conducted UX sessions to capture requirements for Deal Lifecycle application.
- Wireframing and visual design of the InfoCenter portal.
- Designed mobile enhancements and implementation strategy of Goldman Sachs' research portal.

Morgan Stanley   User Experience Lead (VP)
04.2010 – 04.2013   New York, NY

Managed interactive design initiatives across multiple divisions of Morgan Stanley.
- Engineered trade applications and custodial solutions for the Matrix OTC Clearing and Matrix Prime Brokerage flagship products.
- Setup a rapid development methodology allowing for quick customization of sales demos and application enhancements.
- Designed mobile solution for the MS Prime Brokerage 10,000+ user-base.
- Conducted user testing and interactive design assessments for compliance software.

Multiple Clients   User Experience Consultant
04.2009 – 04.2010   Chicago, IL

Conceives digital strategies and UX solutions for various industries and organizations.

- Designed the user experience for in-house algorithmic trading software, prototypes and interfaces.
- Led team of developers and orchestrated user testing strategy for logistics software solution servicing clients in the food industries.

General Electric   User Experience Director
08.2006 – 04.2009   Stamford, CT

Orchestrated website initiatives for the 32+ retailer brands, ecommerce integration and website optimization.
- Led UI development and iPhone pilot for Walmart mobile site.
- Managed in-house design teams; oversaw website taxonomy, schematics and content creation.
- Built targeted website solutions for retail partner programs that leveraged user behaviour, demographics and click-path analysis resulting in 20% lift in visitor traffic.
- Architected automated account notification and electronic billing process for event driven emails.
- Developed corporate and global marketing website strategy.
- Built prototypes and conducted usability testing and for all cards eservice sites.
- Defined design systems for transitional marketing websites.

EDUCATION

B.F.A., Studio Art, 1995, University of California Irvine, Irvine, CA
Project Management, 2005, NYU School of Continuing and Professional Studies, New York, NY