

CHRIS YELLEN

User Experience Strategist

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

KEY SKILLS

Interaction and Visual Design both UX / UI | Desktop and Mobile Apps (Responsive) | Prototyping
Usability Testing | Business Requirements Gathering | Agile and Lean UX | Program Leadership

WORK EXPERIENCE

Barclays Capital
03.2019 – present

User Experience Consultant
New York, NY

UX consultant for clients specializing in enterprise compliance reporting tools.

- Designed UX and visual design for Barclays' compliance planning and testing application toolset.
- Authored design system for Barclays compliance site allowing for consistency across applications and channels of the bank.

Deutsche Bank
07.2018 – 03.2019

User Experience Consultant
New York, NY

UX design strategist for global investment bank

- Led stakeholder interviews and requirements gathering for data integrity portal.
- UX design for Deutsche Bank's data reporting toolset.
- Developed UI design system for web application that expanded Autobahn branding.

CY-UX
01.2018 – 07.2018

Principal User Experience Designer
New York, NY

Principle UX Strategist for clients specializing in various healing modalities and UX and visual design services.

- Designed UI and built website for Healerology.com.
- Crafted web portal interface, visualizations and style guides for Blackrock's POC that leveraged both Google Data Studio / Tableau.

Barclays Capital
09.2014 – 12.2017

User Experience Consultant
New York, NY

Oversee User Experience projects for clients in financial services.

- Conducted UX workshops and user research surveys.
- 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.

J.P. Morgan
09.2013 – 09.2014

User Experience Director
New York, NY

Designed and oversaw User Experience initiatives for the JP Morgan Markets portal specifically the Credit Trading platform and Investor Services portal.

- Managed and 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.

Goldman Sachs
05.2013 – 09.2013

User Experience Consultant
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
04.2010 – 04.2013

User Experience Lead
New York, NY

Managed interactive design initiatives across multiple divisions of Morgan Stanley.

- Engineered trade applications and custodial solutions for OTC Clearing and Matrix Prime Brokerage 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
04.2009 – 04.2010

User Experience Consultant
Chicago, IL

Envisaged and designed digital strategies and UX solutions for various industries and organizations.

- Crafted the UX design for in-house algorithmic trading software and user testing of prototypes.
- Led team of developers and orchestrated user testing strategy for logistics software solution servicing clients in the fast food industries.

General Electric
08.2006 – 04.2009

User Experience Director
Stamford, CT

Orchestrated website initiatives for the 32+ retailer brands, ecommerce integration and website optimization.

- 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 daily visitor traffic.
- Built prototypes and conducted usability testing and for all private label credit cards eservice sites.

EDUCATION

B.F.A., Studio Art, 1995, University of California Irvine, Irvine, CA