Josephine Floyd | Lead UX Designer

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Summary

Seasoned UX Designer with expertise delivering data-rich front-office platforms for global financial institutions. Proven track record transforming legacy banking systems into modern, intuitive platforms, giving dated workflows a user-centered facelift while maintaining enterprise-level scalability. Skilled in Figma, information architecture, and design system governance, with hands-on experience aligning enterprise products to design system standards. Adept at collaborating across product, sales, and technology teams in agile environments, and presenting high-impact design strategies to senior executives and board-level stakeholders.

Experience

Citi
New York, NY
Lead UX Designer
October 2023 – Current

- Spearheading the homepage redesign of CitiDirect, Citi's digital banking platform, for institutional and corporate clients, transforming a legacy entry point into a streamlined, intuitive experience that surfaces critical tasks and insights for front-office users.
- Leading UX design for CitiDirect Entitlements, modernizing permissions and identity management workflows to improve control, transparency, and scalability for enterprise clients.
- Conducting research sessions with teams, observing real-world workflows, validating prototypes, and tailoring solutions to the needs of users.
- Ensuring consistency with design system standards.

J.P. Morgan Chase & Co.
New York, NY
Senior UX Designer
June 2022 – October 2023

- Led the UX redesign of J.P. Morgan Markets (JPMM.com), the corporate investment bank's flagship sales and trading platform used globally by front-office teams and institutional clients.
- Designed for Financing Connect, a JPMM product enabling clients to access global private credit financing providers, with a focus on simplifying complex workflows in data-dense environments.
- Conducted front-office on-floor research sessions to observe workflows, validate prototypes, and tailor solutions to real user needs.
- Transformed the platform's homepage and navigation architecture, improving access to trading tools, research, and analytics.
- Delivered solutions by applying Figma prototyping, usability testing, and design system standards, balancing user needs with compliance and technical requirements.

United Parcel Service
Parsippany, NJ
Senior UX Designer
October 2019 – June 2022

- Led the end-to-end design of a high-profile transformation, data-dense operational application optimizing vehicle and employee assignment across warehouse workflows.
- Conducted in-depth field research and usability testing with staff to inform user-centered design decisions.
- Crafted intuitive interfaces for complex workflows, translating large datasets into actionable insights.
- Collaborated closely with cross-functional teams to improve efficiency and accuracy in a high-stakes operational environment.

Education & Skills

New York University | Bachelors in Computer Science
Nielsen Normal Group | Interaction Design

Skills
Figma • Interaction Design • Information Architecture (IA) • Usability Testing • User Research / Field Research • Wireframing & Prototyping • User-Centered Design (UCD) • Cross-Functional Collaboration • Design System Implementation • Complex Workflow Optimization • Visual Design for Data-Intensive Interfaces • Agile / Scrum Collaboration • Accessibility & Inclusive Design