

Josephine Floyd | Lead UX Designer

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Summary

Seasoned UX Designer with deep experience across corporate banking, financial operations, and enterprise-scale workflow design. Expert at modernizing legacy money-movement, entitlements, and risk-control systems, translating complex financial rules, approval chains, and compliance requirements into intuitive, scalable products. Proven effectiveness designing data-rich front-office platforms for global financial institutions, with end-to-end expertise spanning information architecture, spend-related workflows, and design system governance. Adept at partnering with product, engineering, finance, and operations stakeholders to ship user-centered solutions that reduce operational friction and drive measurable efficiency gains.

Experience

Citi

New York, NY
Lead UX Designer
October 2023 – Current

- Leading UX for CitiDirect's homepage redesign, elevating how corporate clients access balances, payments, approvals, and mission-critical operational tasks across treasury, liquidity, and corporate banking workflows.
- Driving UX for CitiDirect Entitlements, overhauling identity, role management, policy controls, and approval routing including granular permissions, auditability, and scalable governance.
- Partnering with risk, compliance, and finance operations groups to simplify authorization models for high-risk actions (payments, account access, onboarding, etc.).
- Conducting research with operations teams and corporate treasurers to understand daily reconciliation, approval bottlenecks, and manual workflows, translating insights into automation-ready UX flows.
- Ensuring consistency and efficiency through design system standardization across high-traffic financial workflows.

J.P. Morgan Chase & Co.

New York, NY
Senior UX Designer
June 2022 – October 2023

- Led UX redesign of J.P. Morgan Markets (JPMM.com), a global financial platform supporting sales, trading, and client operations, introducing streamlined navigation, data visualization, and approval pathways for institutional clients.
- Designed Financing Connect, enabling clients to seamlessly compare financing providers, simplifying complex underwriting and document workflows similar to capital-flow and transaction-level review processes in modern fintech tools.
- Conducted extensive on-floor research with front-office teams (sales, operations, risk) to understand friction in day-to-day workflow management, expense-like tracking, exception handling, and data-driven decision making.
- Modernized homepage and IA to surface high-priority tasks, alerts, investment actions, and analytics with reduced cognitive load.
- Balanced regulatory constraints, compliance requirements, and operational risk considerations when designing user experiences for sensitive financial data and high-stakes transactions.

United Parcel Service

Parsippany, NJ
Senior UX Designer
October 2019 – June 2022

- Led the end-to-end design of a data-dense operational application optimizing workforce and vehicle assignment, driving efficiency in time-sensitive, high-volume operations similar to finance-ops automation principles.
 - Conducted field research with hub supervisors and drivers, identifying workflow inefficiencies and opportunities for automation.
 - Designed interfaces that transformed complex, multi-variable datasets into actionable decision-support tools.
 - Collaborated with engineering, analytics, and operations teams to streamline workflows and reduce manual effort across daily operational processes.
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Education & Skills

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

Skills

Figma • Interaction Design • Information Architecture • Usability Testing • User Research • Workflow Design • Spend & Approval Workflow Modeling • Permissions & Identity Management • Data Visualization • Enterprise Design Systems • User-Centered Design • Agile Collaboration • Complex Financial Systems • Compliance-Aware UX • Accessibility & Inclusive Design