# John Vukusic


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## Design Leader · Enterprise & Financial Platforms

Head of Design · Design Systems · Global Design Organizations · Design–Engineering Partnership · AI-Enabled Design Practice

## SUMMARY


- 25+ years leading design for enterprise and financial-services platforms at J.P. Morgan, BNY Mellon, IBM, and Amplify — from zero-to-one design organizations to multi-product platforms serving institutional and wealth clients globally.
- Builds and runs design organizations at scale: grew BNY Mellon's global design team from 1 to 33 across six cities in four countries (58 with front-end design engineering partners), with full hiring, budget, and vendor accountability; reported to the CIO at J.P. Morgan.
- Treats the design system as the operating model — tokens, components, governance, accessibility by default — measured by adoption, delivery velocity, and client satisfaction rather than component counts.
- Hands-on with AI in the design lifecycle: machine-readable token manifests that let AI tools generate UI against governed standards, human-in-the-loop review, and prototype-first delivery.


## EXPERIENCE

### **Amplify** — UX Head of Design

Sep 2025 – Present

*Wealth advisor platform for RIAs and wealth managers. Lead a distributed US and European design team across five products.*

- Own the enterprise design system through three major versions (v8 → v10) — tokens, components, interaction patterns, and accessibility standards — carrying one design vocabulary across Client Portal, Model Marketplace, Proposal Tool, Form Builder, and Clarity.
- Moved the organization from screen-level approval to system-level governance; replaced twice-weekly individual reviews with one weekly governance forum as parallel workstreams scaled.
- Built an AI-enabled design workflow: a machine-readable token manifest (DESIGN.md) that lets AI tools generate UI against governed standards, with designer review before anything ships; dependency-aware incremental rollout instead of all-at-once releases.

### **IBM** — Global UX Design Director, IBM.com · Expert Consultant

Jan 2026 – Apr 2026 · Contract

- Governed the Carbon Design System migration for acquired IBM.com properties; led an enterprise UX audit of 665 products and conversion paths, scoring against usability, visual, and accessibility standards and presenting prioritized findings to leadership.

### **Rentwise** — Independent Design & Product Lead

2025 – 2026

- Solo engagement with the CEO of CarWiz (50+ markets, ~450 locations): audited the incumbent operator back office, designed a token-first, white-label design system (WCAG AA) and multi-tenant theming model, and shipped a clickable operator-console prototype and the pre-seed investor deck.

### **BNY Mellon** — Senior Group Manager of User Experience, Director

May 2019 – Sep 2024

*Global custodian bank, $50T+ AUM. Enterprise client platform (NEXEN), client tooling, analytics, workflow automation, intranet.*

- **Design organization:** Grew the global team from 1 to 33 (58 with front-end design engineering partners) across New York, Jersey City, Wrocław, Tel Aviv, Pune, and Chennai. Built the operating model — decision rights, contribution cadence, Agile integration, regional leadership; $1M saved consolidating tooling into the Common Design Toolkit.
- **Universum design system:** Built BNY Mellon's first enterprise design system from zero and scaled it across 180+ API sources and every NEXEN business line — token architecture, component library, contribution model, review board, WCAG AA inherited by default.

- **NEXEN 1.0 → 2.0:** Led the experience transformation of the open-architecture client platform (private cloud, API store, app store, analytics) for institutional and wealth clients; platform CSAT +40%. Drove workspace adoption from under 5% to 80%+ in 12 months via a persona-driven modular widget architecture; 3× session engagement.
- **Workflow automation:** Document Automation, Template Library, and Workflow tools cut multi-step processing by an order of magnitude; the Baseline approval tool cut global approval cycles 75%.

**J.P. Morgan Chase** — Head of Design, Vice President · Technology & Shared Services — Jan 2017 – May 2019

*Digital Wealth Management Technology — private banking, mortgage, credit, alternative investments. Reported to the CIO; presented quarterly at global All Hands.*

- **Connect design system:** Unified five interconnected products — Client Exchange / Share@JPMC, Document Management, Secure Message Center, eSignature, enterprise Style Guide — under one governed system, replacing five divergent experiences with one platform. Delivery velocity +25%; post-launch CSAT +80%.
- **Design–engineering integration:** Partnered with the CIO to embed design into DevOps and the release cadence across global delivery; time-to-market −20%. Delivered Client Exchange to WCAG AA, streamlining institutional KYC onboarding; processing time −40%.
- **Research capability:** Built a usability lab and evidence-based research practice from scratch — moderated studies, task analytics, instrumented behavior data — improving task completion 15% and giving leadership its first quantitative view of client behavior.

**Earlier** — Digital Product Design Director · Agency Art Direction — – 2016

- **2008–2016:** Bloomberg, BlackRock, Johnson & Johnson, Ernst & Young, WebMD, NYC Department of Education. Bloomberg mobile +25% engagement; J&J +15% conversion; NYC DoE portal +20% registration in 90 days.
- **Pre-2008:** J. Walter Thompson · Agency.com / i-Traffic · Organic Media · McCann. Led a 14-person creative team for Disney, ESPN, GM, and Discovery; co-founded Organic Media's creative department; Clio Award nominee (2007).

## CORE EXPERTISE

—Design organization & operating model
—Global team, budget & vendor leadership
—Executive & CIO partnership
—Design systems strategy & governance
—Token architecture & component libraries
—Multi-product platform consistency
—Design–engineering partnership
—Design-to-code & Storybook workflows
—Accessibility by default (WCAG AA)
—AI in the design lifecycle
—Research, telemetry & validation
—Enterprise & financial-services platforms

## EDUCATION

**M.Ed.** — Pace University, New York · GPA 4.0

**B.I.D.** — Syracuse University · Industrial & Interaction Design

## AFFILIATIONS & SPEAKING

IDSA · UXPA · IxDA · NN/g · AIGA · Design Management Institute

Guest Lecturer — New York University, Syracuse University, General Assembly

Speaker — UXPA International, the AI Summit, Design Thinking Conference

## CERTIFICATIONS

**Leadership & finance** — Management Fundamentals (Wharton) · Global Fintech Management (BNY Mellon) · Fintech Fundamentals for Managers (J.P. Morgan Chase)

**AI** — AI for Business (Wharton) · AI Fundamentals (UPenn) · Responsible AI (Google Cloud) · Generative AI Fundamentals (IBM) · AI Infrastructure & Operations (NVIDIA) · Intro to LLMs (Google Cloud)

**Design & engineering** — Design Thinking (LUMA, IDEO U) · UX Design (Google, General Assembly) · Visual Elements of UI (CalArts) · Material Design · Apple HIG · Figma to Code (Scrimba) · Git & GitHub · Python (U. Michigan)

## TOOLS

Figma · FigJam · Storybook · GitHub · Protopie · Framer · HTML/CSS/JS · Python · Hotjar · GA · Optimizely · Miro · Claude · ChatGPT · Gemini