IOANNIS VASMATZIDIS

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☎ (973) 573-0309 in My Profile

I am passionate about user and customer experience. My core approach centers on bringing alignment between user needs and business objectives. I enjoy applying experience design to solve complex problems and deliver practical, innovative, delightful solutions. I am a strong believer in team work and I partner with cross-functional teams to deliver high business value by focusing relentlessly on customer outcomes. I have held several UX leadership and executive positions, and have created and executed digital product design strategy for complex platforms. I established and managed high-performing UX teams, cultivated talent and introduced best UX industry practices into large organizations.

Areas of Expertise

- User Experience Design Leadership
- Digital Product Design Vision & Strategy
- Product Management
- Digital Transformation

- User Research
- Service Design
- UX in Agile Transformation

- AI and UX
- Design Systems
- Business Analysis

Professional Experience

Director, Experience Design

Year Up United | April 2023 – January 2026

- Created the experience design vision for a completely new digital platform ("Staff-360") to be used by internal staff to form 360-degree views of students and to improve operational efficiencies and flows.
- Established an organization-wide initiative to understand and document the end-to-end student experience of YUU's work force development programs. As part of the initiative, I led multi-month research journey map studies during the Enrollment and Learning & Development stages of the programs.
- Partnered with the organization's business and technology stakeholders to create the organization's Service Design model.
- Managed the discovery phase of various initiatives aimed to improve the operational efficiency of the Enterprise Compliance and Operations organization.
- Led the User Experience Design for several CRM (Salesforce) projects.
- Served as a key member of a working cross-functional team formed to identify value-add AI initiatives for the organization.

Director, Senior Group Manager, User Experience

BNY Mellon | Pershing, 2015-2023

- Led the organization's user experience design practice. Managed and mentored a team of 25+ product designers, user researchers, visual designers and content writers.
- Spearheaded the product design vision & strategy for NetX360+, a next generation wealth management platform used by over 100,000 financial advisors, operations and home office professionals. Oversaw the UX execution.
- Led the UX strategy and redesign for NetXInvestor, the next generation investor-facing platform. Platform was receiving in excess of 200,000 weekly hits from investors across 900+ firms.
- Partnered with the digital transformation office to integrate the UX practice into the SAFe-based agile framework.
- Introduced the first design system into Pershing. Led the formation of the internal design system team and established a governance process to manage its implementation by the agile teams.
- Managed the user experience practice for all digital product design initiatives such as Pershing's integration portal NetXServices, a platform for leveraging API-based integration solutions, and Customer Onboarding 2.0, a multi-account opening application.
- Introduced and institutionalized best industry practices such as Design Thinking, User Journey Mapping, and Service Design.
- Managed third party vendors and creative agencies with a $3 million+ budget.

Executive Director, User Experience
JP Morgan Chase, Wealth Management, 2013-2015

- Responsible for the user experience design strategy and execution for CWM's financial advisor platform JPMORGAN CONNECT used by over 5,000 Chase Private Client advisors. Mission critical features included CRM, Retirement Center and Performance Reporting.
- Led end-to-end the user experience design for the Order Entry and the Stock/ETF/Mutual Fund screener applications integrated into CWM's web site and native mobile applications.
- Created the UX strategy and spearheaded the re-design of Chase Bank's new mortgage call center.

Vice President, User Experience Designer/Manager
JP Morgan Chase, Broker Dealer Services, 2010-2012

- Led the user experience design for several business-critical applications of JPMORGAN CONNECT, both as a senior UX designer and as a UX Manager. Examples of applications are the Institutional Allocation Platform (IAP) and Campaign & Event Manager.
- Managed the UX design for the following sections of the JP Morgan MARKETS platform: Collateral Management, Query Management, and Reporting. JP Morgan MARKETS is a platform that offers market research and analysis to Institutional Financial Firms.

Vice President, Online User Experience Manager
Wells Fargo, eBusiness, 2007-2010

- Was responsible for the user experience of Wells Fargo's Mortgage and Home Equity LOB's online presence. Spearheaded the goals-based UX redesign of the Home Mortgage online site. Redesign produced a 12% increase of online home lending applications year over year.
- Partnered with business SMEs and led the UX design team to revamp the experience of Wells Fargo's Loan Origination and Preferred Product Offering internal applications.
- Led the UX redesign of the home lending rate and payment calculators. Redesign resulted in 14% increase in usage.

Group Manager/Director, User Experience
BNY Mellon | Pershing, 2001-2007

- Established and managed the company's global user experience design team. Led the user experience strategy and managed the day-to-day UX design work for the company's professional-facing and investor-facing platforms.
- Led the overall user experience strategy and design of the retail brokerage web site Harrisdirect.com (formerly CSFBdirect,com and DLJdirect.com).
- Led the experience design for ITEMS, an application for matching, allocating and booking block trades.
- Introduced user-centered design practices into the company's software development process such as empathy research, persona development, usability testing and rapid prototyping.

Usability Engineer
BNY Mellon | Pershing, 1996-2000

- Designed the information architecture and the user interface of the NetExchangePro, iPartner, DLJdirect.com and MarketSpeed financial applications.

Ergonomist/Project Engineer
BCAM International, 1995-1996

- Provided Ergonomics consulting services to utility, manufacturing and consumer product companies.

Education

- Ph.D., Industrial Engineering, The University of Oklahoma.
- M.S., Industrial Engineering, The University of Oklahoma.
- B.S., Mechanical Engineering, Aristoteleion Panepistimion Thessalonikis, (Aristotle University), Greece.