

## Summary Full-stack Product Designer

**Business & Design Thinking, Product Strategy, Product Design & Development, User Research, UX Design, Information Architecture, Interaction Design, Visual & UI Design, Prototyping using HTML, CSS & Front-end frameworks**

- Strong technical foundation and a track record of delivering user-centred solutions at the intersection of user needs, business goals, and technical constraints.
- Banking, Finance, Asset Management, Enterprise, Retail, B2B, B2C, SaaS, Fintech
- Known for designing complex systems, streamlining business processes and user workflows, works well under pressure, adapting to shifting priorities and tight deadlines.
- Proven ability to drive ROI through impactful design, backed by success metrics, stakeholder praise, and team-wide influence.

Linkedin recommendations: 38 | Endorsements – UX: 66 - UI design: 74 - Interaction design: 35

## Competencies & Strengths

Independently analysed and summarised by ChatGPT from received LinkedIn recommendations

### Expertise in Product / UX Design

- Deep understanding of user-centred design principles
- Ability to translate complex requirements into intuitive, elegant solutions
- Designs are visually engaging, modern, and practical

### Financial & Technical Knowledge

- Strong domain knowledge in finance, incl. trading systems & portfolio management tools
- Hands-on with web technologies (HTML, CSS, JavaScript), often delivering working prototypes
- Balances design creativity with technical feasibility

### Collaboration & Communication

- Builds strong interpersonal relationships with team members and stakeholders
- Excellent at working with cross-functional teams, incl. developers, analysts, & front-office users, acting as a bridge between users and technical teams

### Professionalism & Leadership

- Highly reliable, proactive, and passionate
- Contributes to a positive team culture and encourages knowledge sharing
- Trusted as both a team player and a leader, works well under pressure

### Strategic & Results-Focused

- Clear understanding of product lifecycles and development methodologies
- Designs lead to smooth user adoption and meet business and user goals
- Backed by success metrics, stakeholder praise, and team-wide impact

Oct 2021  
– present  
(3.5+ Years)

## Insight Investment – part of BNY (Bank of New York) Senior UX Designer – Lead/Principal-Level (Permanent)

### Lead Designer – Fusion Platform (Order Modelling & Dealing suite)

Redefining front-office systems to replace legacy platforms and optimise trading workflows

- Designed new suite of applications in collaboration with Product, Devs, BAs, and Traders.
- Created **Order Trade Blotter**: integrated Bloomberg B-Pipe, Symphony Chat, iPushPull, and legacy systems for end-to-end trade sourcing, risk/pricing, RFQ, execution, and post-execution data enrichment.
- Delivered **Position Explorer**: enabled detailed visibility into OTC derivatives and real-time risk modelling before execution, **reducing workflow time-on-task from up to ten days down to 1-2 hours (achieving a 60-99% efficiency improvement)**.
- Improved workflows, addressed pain points, enhanced UX across key touchpoints.

### Lead UX/UI Designer – Integrated Solutions “Flow” App

Transforming DB Pension Scheme management through intuitive, data-driven interfaces

- Led UX direction for client and portfolio monitoring (cashflows, risk, surplus, scenario analysis).
- Key users: Portfolio Managers, Client Solutions teams, Quantitative Analysts.

### Core Member – UX Community of Practice & Design System Guild

Driving UX standards and mentoring the next generation of design talent

- Set design principles and component standards; conducted UX peer reviews and interviews.
- Provided expertise in building scalable design systems, based on prior experience (Refinitiv, LSEG).

### Data Visualisation Strategy

Scaling data storytelling for complex financial ecosystems

- Expanded the corporate colour palette from 6 to 130+ using science-based methodology.
- Delivered colour usage guidance for optimal readability and UX across advanced visualisations.

Jan 2021  
– Oct 2021  
(10 Months)

## London Stock Exchange Group (LSEG) Principal Designer – Product Design Team (Permanent)

### Principal Designer – Multi-Team Leadership

Shaping UX strategy across **Platform & App Frameworks, Product Experience & Workflow Enablement** teams

- Led cross-team initiatives to establish unified design frameworks and standards.

### Product Strategy and Lead Designer – Key Initiatives

Setting the future direction for flagship products through strategic design leadership

- Defined a new standardised UX framework for new flagship product **Workspace**.
- Introduced a **card-based navigation model**, personalised to user roles and responsibilities.
- Established a consistent **spatial model** for future application design.
- Pioneered the use of **cards** for structured content grouping and navigation.
- Designed a **centralised auxiliary panel** for dynamic access to app-level controls (filters, settings, alerts, related content).
- Evolved the **search experience** to enhance navigation and content discoverability.
- Developed concepts for key apps including **Compare, Research, and Start Page**.

- Led the foundational design work for the **Halo Design System**.

## Tools, Mentorship, and Team Development

Enabling team excellence through strong practices and growth initiatives

- Delivered rapid prototypes using **Figma, Axure, and HTML**.
- Interviewed and evaluated candidates for full-time and contract roles.
- Onboarded, mentored, and supported junior designers and new team members.

Apr 2019  
– Jan 2021  
(1 Year 10  
Months)

**Refinitiv** (formerly the Financial & Risk Division of Thomson Reuters)

**Principal Designer** – Product Design Team (Permanent)

**Senior UX Designer** – Product Design Team (Contract)

## Lead Designer – Financial Desktop Framework and Ecosystem

Driving the design and development of a new flagship financial desktop platform

- Lead Designer defining core **framework** and **app-level components**.
- Designed and formalised key **interaction patterns** for the desktop framework.
- One of the Lead Designers integrating **Jupyter Notebooks** into the platform.

## Lead Designer – Key Applications

Shaping UX/UI across a range of financial and internal tools

- Lead Designer for multiple **financial applications** across Trading, Wealth, and Risk domains.
- Lead Designer for the **Quality & Performance Monitoring & Management** application (internal use).
- Sole Designer for a **proof-of-concept solution** supporting a potential **Refinitiv + Microsoft** strategic partnership.

## Product Design Standards and Operations

Elevating design quality and consistency at scale

- Led **Design Standards Governance** and **Product Quality Management (UX)** initiatives.
- Project Lead for building the new **Product Design System** covering apps across **Finance, Risk, Wealth, and Enterprise** ecosystems.
- Provided comprehensive **app design guidance** (UX, UI, Interaction Design).

## Leadership, Expertise, and Community Contributions

Driving cross-team initiatives and sharing domain expertise

- Chair of the **Interaction Design Sub-Committee**, setting design direction and best practices.
- **Accessibility SME** for the Product Design team, ensuring compliance and inclusive design practices.
- **Trading, Wealth, Investments, and Financial Charting SME** within the design organisation.
- Sole Designer and Developer for the internal **Product Design Team website**.

Nov 2017  
– Mar 2019  
(1 Year  
5 Months)

## Lloyds Banking Group

**Senior UX Designer** – Group Transformation, Commercial Onboarding & Lending (Contract)

### Lead UX Designer – Accelerating Lending Through Digital Transformation

Delivering faster, simpler digital experiences for business-banking customers and colleagues

- Lead UX Designer for a key workstream designing end-to-end digital lending journeys.
- Created the **Digital Documentation and E-Signing Flow**, rated **4.9/5** for ease-of-use by non-Lloyds business customers during user testing.
- Contributed to a **94% reduction** in “time-to-cash” for commercial loan applications, redesigning real-time tracking and e-signing workflows.

### UX/UI Design for Operational Efficiency

Empowering internal teams with smarter, faster tools to serve customers

- Designed the **Commercial Loan Pricing Tool**, replacing legacy workflows after interviewing 16+ Relationship Managers; delivered enhanced usability and functionality.
- Designed the **Solicitors and Third-Parties Portal** to streamline document management and signing.
- Provided UX expertise to PEGA engineering teams, improving colleague workflows across digital and telephony lending channels.

### Recognition and Impact

Delivering measurable improvements to user satisfaction and operational processes

- Selected from 30 nominees for exceptional work on the **Pricing Tool Project**, receiving strong stakeholder and end-user acclaim.

Oct 2015  
– Oct 2017  
(2 Years)

## Thomson Reuters

**Senior Interaction Designer** – Financial & Risk Division, Experience Design Team

### Senior UX Designer – Financial & Risk Division (Eikon Platform)

Driving strategic UX initiatives to enhance financial data access, user efficiency, and regulatory compliance

- Delivered UX design across the flagship **Eikon suite** – a platform for financial professionals to monitor and analyse global financial markets.
- Designed administrative systems to manage supplier and third-party data rights, reducing company exposure to contract breach fines.

### Strategic UX Solutions and Workflow Improvements

Transforming complex workflows into intuitive user experiences

- Designed a **new client onboarding system**, reducing required user actions from 58 to 26 (a **55% efficiency gain**).
- Led UX improvements across core Eikon apps including **Pricing, Research, Fundamentals, Estimates, Charting**, and more.
- Provided UX expertise for critical trading tools:
  - **FX Portfolio Order Management System** and **Execution Management System**, enabling large-order slicing workflows.
  - **FX Volume Heatmap**, defining responsive behavior and compact/widget mode for optimised data visibility.

- **Fixed Income Credit Default Swaps Dashboard**, consolidating workflows from multiple legacy apps for seamless user experience.
- Improved usability across multiple **Commodities applications** to enhance trading efficiency.

## Design Standards, Systems, and Tooling

Building scalable foundations for UX delivery at speed and quality

- Proposed and defined new **design patterns** and **bespoke UI components** for Eikon applications.
- Defined the latest standards for **Advanced Search functionality** across Eikon.
- Built an **Axure widget library** tailored for Eikon, enabling rapid creation of wireframes and high-fidelity mock-ups without dependence on Visual Designers.
- Led weekly **app review sessions** to ensure production readiness and uphold UX quality standards.

## Cross-Functional Collaboration and Accessibility Leadership

Embedding UX into every stage of the product lifecycle

- Collaborated closely with **Product Managers** and **international development teams** to embed UX early in the application lifecycle.
- Provided **Accessibility expertise** within the UX team to ensure compliance and inclusive design practices.

Sep 2014  
– Sep 2015  
(12 Months)

## Pitney Bowes

**Senior UX/UI (User Experience & User Interface) & Interaction Designer** (Contract)

### Senior UX/UI and Interaction Designer – CDS Workflow Platform

Designing user-centric tools for complex business process orchestration and management

- Senior UX/UI Designer for **CDS Workflow**, a production management system enabling customers to design, execute, and manage custom business processes.
- Created **personas, user journeys, storyboards, wireframes**, and fully working **HTML prototypes** for proof-of-concept validation.

### Client Collaboration – Fujitsu

Delivering enterprise-grade solutions for government and financial sectors

- Worked with **Fujitsu**, providing services to **HMRC** (UK Government body), and major **high-street retail banks**.
- Focused on high-compliance environments, ensuring robust design practices aligned with client needs and regulations.

### Accessibility-First Design for Digital Communication Tools

Bringing inclusive design to government-grade digital communication platforms

- Led initial UX/UI work on a **web-based digital communications authoring tool**, balancing drag-and-drop functionality with full **keyboard accessibility** to meet strict **WCAG (Web Content Accessibility Guidelines)** standards.
- Conducted **competitor and technology analysis** to guide best-in-class functionality and user experience design.

Apr 2014  
– July 2014  
(3 Months)

## PriceWaterhouseCoopers (PwC) & Financial Conduct Authority (FCA) User Experience & User Interface Design Analyst (Contract)

### Sole UX/UI Consultant and Front-End Developer – PwC Consulting (FCA Project)

Transforming enterprise application usability through design, customisation, and workflow innovation

- Sole UX/UI Consultant and Front-End Developer on-site at the **Financial Conduct Authority (FCA)**, engaged via **PwC Consulting**.
- Led heavy customisation of **Oracle Fusion** and **Oracle Taleo Learn** interfaces to significantly improve usability and align with corporate intranet standards.
- Designed new workflows for **eLearning application** integration within the Oracle Fusion ecosystem, enhancing overall user experience across platforms.

### Delivery and Impact

Exceeding expectations through efficient and effective execution

- Completed all deliverables **four months ahead of schedule**, resulting in early project closure after the initial three-month engagement.

Nov 2011  
– Nov 2013  
(2 Years)

## HSBC – Global Banking & Markets User Experience / User Interface / Interaction Designer (Contract)

### Transforming FX Platforms and Workflows

Driving innovation across client-facing and internal FX systems through strategic UX/UI leadership

### Lead UX/UI Designer – FlexRate FX E-Commerce Management System

Accelerating client onboarding for high-volume cross-border FX pricing

- Lead UX/UI Designer for **FlexRate**, a greenfield FX e-commerce platform delivering wholesale FX pricing to major clients.
- Introduced an **unconventional user interface**, reducing client onboarding time from **up to half a day to just 10–15 minutes** — achieving a **92% efficiency improvement**.

### UX/UI Designer – Global FX Trading Platform (Evolve)

Elevating the user experience for global FX trading operations

- UX/UI Designer within an international team for **Evolve**, a single-dealer global FX trading platform for internal and external users.
- Enhanced trading workflows, simplified high-frequency interactions, and supported platform scalability.

### Sole UX/UI Designer – FX Reporting Application (Self-Initiated Project)

Pushing innovation beyond project scopes to unlock business value

- Independently designed and developed a **production-ready HTML prototype** for an **FX Reporting Application**.
- Earned senior leadership recognition and helped accelerate project momentum through proactive delivery.

2004  
– Aug 2011  
(7+ Years)

## UBS Investment Bank

### Senior User Interface Designer & Web Application Developer,

Fixed Income, Currencies & Commodities Dept. – 2010-2011

#### Delivering high-performance trading interfaces across web and mobile platforms

- Led **UI/UX design** for the web-based **FX Trader+** FX trading application.
- Directed the **UI/UX design** for the **iPhone FX Trader+** mobile trading app, expanding platform accessibility.
- Provided **UI design support** for various **Fixed Income** and **reporting applications**, enhancing usability across product lines.

### Senior Web Interface Designer & Front-End Developer (Team-Lead),

Client Portal, Business Technology Services – 2006-2010

Foreign Exchange – Permanent – 2005-2006

- Led **UI/UX design, front-end development**, and ongoing **maintenance** for the enterprise **Client Portal**.
- Provided **UX consultancy** across Foreign Exchange, Equities, and Fixed Income teams, improving web, desktop, mobile business applications, and marketing sites.
- [More details available on my website.]

### Web Consultant (Front-End Designer & Developer),

Fixed Income, Currencies & Commodities Dept. – Contract – 2004-2005

#### Designing award-winning financial research and analytics experiences

- Delivered **UI/UX design** and **front-end development** for an **award-winning FX Research & Analytics Portal** (FX Web) and additional FX applications across desktop, web, and mobile platforms.

## References

Recommendations and skills endorsements can be viewed on my:

- LinkedIn Profile – <https://linkedin.com/in/yooch>
  - Recommendations (38) – Endorsements: UX Design (66), UI Design (74), Interaction Design (35)
- Personal Website / Portfolio – <https://yoochwan.com/>