Nagisa Ikeda

Product Designer

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EXPERIENCE

Product Designer@J.P. Morgan & Chase, *Contractor*

Nov. 2023 - Sept. 2024 | Palo Alto, CA

Pepper Design System
- Developed a scalable, interactive icon and illustration library, utilizing AI-driven components to enhance adaptability and ensure a consistent, engaging visual language across digital platforms.
- Contributed to Tokenization 2.0 initiative by creating a dynamic token naming system, standardizing design assets and enabling Dev cost efficiencies through automated component use.

Digital Banking Dashboard
- Designed a drag-and-drop feature for 2,000+ users, optimized with AI-based user behavior analysis to enhance task initiation and onboarding, reducing individual development costs by 50%.
- Partnered closely with engineering teams to assess and implement AI-enhanced design feasibility, delivering an MVP prototype within an 8-week timeline, enabling adaptive feature integration.

Senior UX Designer@J.P. Morgan & Chase, *Contractor*

Jun 2022 - Jun 2023 | New York, NY

Connected Wealth
- **Led the redesign of the strategy builder flow** for 1,000+ portfolio managers, resulting in a **50% reduction in authentication time** and a **35% decrease in error rates**, boosting productivity by 25%.
- **Collaborated with cross-functional teams** to drive end-to-end UX design, including user journey mapping, wireframing, and high-fidelity prototyping
- Implemented **inclusive design principles**, enhancing accessibility for a diverse user base.

Portfolio Insights
- Enhanced the Risk Summary interface, making risk assessments more intuitive for investment advisors through **improved data visualization.**
- **Conducted user testing** and feedback sessions, leading to **iterative improvements** that refined the user experience.
- Benchmarked design effectiveness with a **competitive analysis of B2B and B2C** products.

UX, Visual Designer@Compass, *Contractor*

Feb 2021 - Feb 2022 | Chicago, IL

- Designed user-centric websites and SEO strategies for Top Producers in a real estate startup to increase conversion rate and lead generation.
- Collaborated closely with engineers to create hand-off files, ensuring that design specifications were implemented accurately and efficiently.

Web Designer@Nagisa Design, *Freelance*

Apr 2019 - Dec 2020 | New York, NY

- Designed various websites for architectural and construction clients.

EDUCATION

Masters of Urban Design
University of Illinois at Urbana-Champaign
Urbana-Champaign, IL

Bachelors of Architecture
Kogakuin University
Tokyo, Japan

Product Design Certificate
Product School
San Francisco, CA

SKILLS

Design
UX strategy
User flows
Concept sketches
Experience mapping
Wireframes
Prototyping
Mockups
Interactive / Motion design
Design systems

Research
User interviews
Usability testings
Persona hypothesis
Competitor analysis
Tree testing

TOOLS

Design
Figma, Miro, inVison, ProtoPie, Keynote, Zeplin, Adobe CS, Framer

Research
Useberry, Hotjar, Google Optimize, Lookback, Optimal Workshop, Maze

Product / Project Management
Jira, Confluence, Trello, Slack, Notion