

GERARD GALASSO

Senior Product Designer • NYC

CONTACT

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[LinkedIn](#)

SKILLS

Interaction design
User research
Usability testing
Jobs to Be Done
User journeys
Task flows
Storyboarding
Wireframing
Prototyping
Information architecture
Design systems
Component libraries
Accessibility (WCAG)
Design annotations
Stakeholder workshops
Feature prioritization
Service design
Presentation design

TOOLS

Figma
Miro
Qualtrics
Dovetail
NotebookLM
ChatGPT
Adobe Creative Cloud

WORK

Senior Product Designer — UX Employee Collaboration • Bloomberg L.P.

May 2023 – August 2026 • NYC

Owned a product domain and led interaction design for Bloomberg's internal CRM, turning complex sales workflows into usable tools for managing clients, prospecting, and acting on insights.

- Led the full design process: qualitative and quantitative research, conceptual design, storyboards, detailed specs, and implementation with Engineering
- Designed complex enterprise workflows, information architecture, and framework-level patterns for high-volume client and desk data
- Ran workshops with Product, Engineering, and subject-matter experts to align on user needs and ground design decisions in real workflows
- Built prototypes, ran lab usability tests, wrote research reports, and used metrics, OKRs, and leading/lagging indicators to prioritize work
- Advocated for the user in stakeholder reviews and partnered daily with Product and Engineering through delivery

Product Design Lead — Technology & Digital Co-Creative Problem Solving • McKinsey & Company

March 2022 – March 2023 • NYC

Sole product designer on the agile team that owned McKinsey's custom PowerPoint platform for client communications.

- Led research and design for new features and enhancements based on user feedback and usage analytics
- Translated partner and consultant workflows into detailed interaction design for a high-stakes enterprise tool
- Partnered with Product and Engineering from concept through release

UX Design Lead — Connected Commerce & Partner Benefits • JPMorgan Chase & Co.

July 2021 – March 2022 • NYC

Led UX for a growing line of business connecting Chase brand partners with customers through personalized benefits experiences.

- Ran cross-functional ideation with research, content, tech, product, and corporate development
- Created customer-centered storyboards used in brand-partner pitches
- Tested prototypes with research to validate feature priority
- Flagged design-system component and pattern needs early
- Delivered development-ready, WCAG 2.1-compliant designs through grooming
- Iterated designs from customer feedback and analytics

UX Design Lead — Channels • JPMorgan Chase & Co.

November 2020 – July 2021 • NYC

Lead designer on the JPMorgan Online Channels consultancy team. Partnered with product designers to ship experiences aligned to the channels design system.

- Contributed major components and WCAG 2.1 spec documentation to the design system library
- Documented navigation information architecture and customer eligibility rules
- Received Chase Five Keys Recognition for the design systems hackathon idea "The Points Potentializer"

UX Design Lead — Digital Wealth Management • JPMorgan Chase & Co. / IHS Markit

September 2016 – November 2020 • NYC

Early designer on the Digital Wealth Management UX team supporting the 2018 launch of You Invest.

- Led the Markets redesign for Chase mobile and web, covering quotes, watchlists, news, analyst research, market events, and investment discovery
- Led the design system for Chase digital investment products
- Received Chase Five Keys Recognition for offsites that improved internal application experiences

UX Designer — Intelligent Solutions • JPMorgan Chase & Co. / Pivotal Labs / Moment

April 2014 – September 2016 • NYC

- Partnered with data architects on high-visibility partnership strategy decks used by the C-suite
- Designed three internal enterprise applications with Pivotal Labs and Moment Design

EDUCATION

User Experience Design — General Assembly NYC

December 2015 • Alumni Panel 2016

Master of Professional Studies in Branding — School of Visual Arts NYC

July 2012 • Mentorship in Sonic Branding

BFA, Graphic Design, 3.52 GPA — West Chester University of Pennsylvania

May 2006 • Best in Senior Show / AIGA Student Chapter President

EARLY CAREER

Graphics Coordinator — Union Beer Distributors

December 2008 – April 2014 • Brooklyn, NY

Graphic Designer — Big Designs Inc. / Epsilon Interactive

November 2006 – July 2008 • Point Pleasant Beach, NJ