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🌐 [My Profile](#)

My passion is user and customer experience. My core approach centers around bringing alignment between user needs and business objectives. I enjoy applying experience design to solve complex problems and deliver practical, 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 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 in large organizations.

Areas of Expertise

- Experience Design and Strategy
- UX & Product Design Management
- Digital Transformation
- User Research
- Design Thinking
- Design Systems
- Service Design
- UX in Agile Transformation
- Product Management
- Business Analysis
- Vendor Management

Professional Experience

Director, Experience Design

Year Up | April 2023 - Present

- Introduced and implemented Service Design practice in support of the operational excellence initiative.
- Led the UX Design Strategy for large scale sales and work force development applications deployed in Salesforce platform.

Director, Senior Group Manager, User Experience

BNY Mellon | Pershing, 2015-2023

- Led the user experience design practice. Managed and mentored a team of 25+ product designers, user researchers, visual designers and content writers. Several members of the team received company awards for outstanding performance.
- Defined the multi-platform product design vision & strategy for NetX360+, the next generation version of Pershing's wealth management platform used by over 100,000 financial advisors, operations and home office professionals. Oversaw the UX execution. Platform received exceptional end-user feedback.
- Led the UX strategy and redesign for the next generation of the investor-facing platform NetXInvestor. Platform was getting in excess of 200,000 weekly hits from users across 900+ firms.
- As part of a major digital transformation initiative, partnered with the digital transformation office to integrate the UX practice into the SAFe-based agile framework. Defined a new UX organizational structure to support agile PODs with best user research and product design practices.
- Introduced the first design system into Pershing. Led the formation of the internal design system team and established a governance process to manage its consumption 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 User Research, Design Thinking, User Journey Mapping, and Service Design.
- Managed third party vendors and creative agencies with a \$5 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.

Professional Experience (Cont'd)

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

- 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.
- Oversaw the design of Wells Fargo's Home Mortgage Consultant web sites (approximately 700).
- 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 the tool usage.
- Managed outside creative agencies with a budget of over \$1 million.

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 platforms NetExchangePro, NetExchangeOffice and NetExchangeAdvisor, and the investor-facing platform NetExchangeClient.
- Responsible for 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.
- Established the company's in-house usability testing lab.
- Promoted to a Director in 2007.

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