



JAYA APPENTENG

Design Leader



www.JayaAppenteng.com



jayagupta@gmail.com



718.915.3137

Innovative design leader with 20+ years experience delivering strategic insights and designing digital products across a multitude of industries including: financial, energy, CPG, technology, e-commerce, healthcare and lifestyle.

Proven ability to build, evangelize and institute design practices across organizations and manage dynamic cross-functional teams.

Extensive experience growing client relationships, communicating conceptual ideas and strategies and delivering complex solutions.

CAPABILITIES / SKILLS

Organizational Design Leadership

UX Design

Service Design

Product Strategy

Creative Direction

Concept & Usability Testing

User Research

EDUCATION

- 2016 - 2014 MASTER OF INDUSTRIAL DESIGN CANDIDATE
Pratt Institute
- 2001 MSC HUMAN COMPUTER INTERACTION WITH
ERGONOMICS (JUNIOR YEAR ABROAD)
University College of London (Interaction Center)
- 2002 - 1998 BSC ENGINEERING PSYCHOLOGY (HCI & ERGONOMICS)
Tufts University

EXPERIENCE

- present - Sept 2023 **PRODUCT DESIGN DIRECTOR**
National Grid (Brooklyn, NY, Remote))
Providing senior design leadership to leapfrog innovation and efficiency using AI and strong foundational design practices.

Established & mentored team of researchers, designers, contractors and third party vendors working across National Grid Gas portfolio of products hitting 6000+ end users, and capitalizing 25M budget

Streamlined product innovation and sped time to market by uncovering core portfolio level insights and COTs design strategies
- present - Jan 2012 **DESIGN & STRATEGY LEADERSHIP**
The Experience Artifact / Catrana Capital LLC (Boston & NYC)
Experience Design & Strategy consulting services (UXD, SD, CD)
2022 client list: Comcast, KY, Chevron, HelloElephant
2021 client list: Chevron, Comcast, HelloElephant
2019 client list: Anheuser-Busch, Deutsch, Designit
2018 client list: BlackRock, Apple, Comcast, HelloElephant

Recent Awards: 2019 Shorty Awards for Hoppy (Client Anheuser Busch)
Previous clients: Fidelity, BlackRock, Anheuser-Busch, Comcast, Apple, Coach, Bessemer Trust, Aetna, Designit, Hello Elephant, Deutsch, Digitas, Isobar
- Nov 2020 - Jan 2019 **DESIGN DIRECTOR**
Designit (Brooklyn, NY)
Managed experience design practice and designers & researchers for NYC Studio. Cultivated pipeline by winning new business & building relationships with clients.

Led multiple teams across development of product and service design strategies & execution for multiple simultaneous clients.
- Jan 2018 - Aug 2016 **DIRECTOR OF EXPERIENCE DESIGN**
Rokkan (NY, NY)
Hired, managed, and developed a team of multiple UX designers and researchers.

Led cross disciplinary teams in creating groundbreaking strategy & experiences. Clients: Verizon Hum, Verizon Open Development, American Express Travel, JetBlue, JetBlue Reimagine (pitch), Samsung (pitch), Accion (pitch), Furrion, Related (pitch), Samsung Services (pitch)



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EXPERIENCE

Oct
2014

HEAD OF USER EXPERIENCE FOR BOSE PROF SYSTEMS
Bose (Framingham, MA)

-
Oct
2013

Led & managed UX resources, UX strategy, UX vision & tactical executions software & hardware products

Evangelized UX at an organizational level. Negotiated an integration of the UX process within the software and hardware processes.

Dec
2012

ASSOCIATE UX DIRECTOR
Roundarch Isobar (Boston, MA)

-
Jan
2012

Led UX teams through ideation, conceptual & detailed design (vision work, scenarios, conceptual models, co-design sessions, analytics and data plans, briefs, detailed wireframes, design comps & pitch videos)

Projects led: Fidelity Investments consumer benefits management & revisioning financial retirement planning tools for millennials

Nov
2011

SENIOR INFORMATION ARCHITECT
Razorfish (New York, NY)

-
Feb
2011

Designed mobile and iPad apps for, Ford, LPL Financial & AXE Body Washes, brokerage site section for T.Rowe Price

Devised & presented digital publishing platform strategy to Crain Publications for AutoWeek brand

Feb
2011

SENIOR INTERACTION DESIGNER
R/GA (New York, NY)

-
Oct
2007

Primary interaction designer on ACUVUE digital re-design.
Awards & accomplishments included:

- James E. Burke Marketing Award from Johnson & Johnson for CRM program 2009 and 2010
- Global Award, Consumer: Social Commitment, Integrated
- Published in Forrester's Q2 2009 Web Design Capabilities Wave – Focus on Best Practices
- Increased overall consumer CRM participation & consumer conversion by over 105% of goal within 1st year of launch (Acuvue account)

Responsibilities on Acuvue.com redesign team:

- Digital omnplatform strategy (web, mobile, social, data architecture)
- Competitive analysis, site maps, feature set, wireframes, user journeys, data flows & info-graphics
- Usability testing & focus groups

Other clients: designed apps, site sections & micro-sites for Nike, Mars, J&J Baby, J&J Corporate Equity, Verizon, Barnes & Noble, Avaya. (Pitched J&J medical device products & Campbell's Kitchen)

Sept
2007

USER EXPERIENCE DESIGNER (AVP) / USABILITY EXPERT
Citibank North America(New York, NY)

-
Jun
2004

Core member of user experience team that designed \$80 million interface (Concierge) that is used in all Citibank retail locations covering all retail consumer and business transactions and branch management

- Increased sales & efficiency by unifying 35+ applications into one clear and easy to use interface