

Ana Arias-Gonzalez

Product Designer + Vibe Director From NYC
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Work Experience

Senior UX Designer

JPMorgan & Chase Co.
Jun 2023 – present

- Designed a multi-phased overhaul of the single card home screen with cross-functional teams, resulting in reduced attrition in 90 days by 8% and a 7 point increase in NPS
- Led UX, IA, and cross-functional delivery of new financial tools web ecosystem, supporting a multimillion-dollar campaign to boost engagement and reduce attrition
- Co-leading discovery for a new identity premium product with product, research and engineering teams to define a business case, technical requirements & early prototypes

UX Designer

JPMorgan & Chase Co.
Jun 2021 – June 2023

- Spearheaded landscape orientation & dynamic type mobile features across the Chase app, creating guidelines for 500+ designers, expanding user reach, and ensuring accessibility as a iOS & Android expert
- Designed and implemented the Chase app's welcome flow, increasing flow completion rate from 0.1% to 59%, boosting engagement and feature discovery

UI Software Engineer

JPMorgan & Chase Co.
Jul 2019 – Jun 2021

- Developed and launched Chase.com's 'forgot password' flow using JavaScript, CSS & React live to 87 million users.
- Collaborated with the Authentication design team to enhance user experiences

Front End Engineer Intern

The New York Times
Jun 2017 – Aug 2027

- Deployed revenue-generating advertising articles on NYT Home using React, HTML & CSS/SASS
- Created components for the NYT internal tools design system, enhancing our design infrastructure

Education

Cornell University

Jan 2022 – May 2022

User experience design certification; Researched and designed a financial application for the Latinx community

The Flatiron School

Nov 2018 – Mar 2019

Full stack software engineering bootcamp; 1st Place at the Flatiron School's First Annual Hackathon

CUNY Baruch College

Sep 2015–Dec 2017

Bachelors in Computer Information Systems; Minor in Design; Founder of FemCode: an org for women in tech

Founding & Advisory Experience

Co-Founder

Que Lo Tech

Jun 2024 – present

Co-created a community of 150+ Dominican women and allies in tech, leading branding, strategic growth, monthly events and conferences to foster professional development

Skills

Accessibility (WCAG, a11y)
Design Strategy
Design Systems
Figma

HTML/CSS/JavaScript
Information Architecture
Interaction Design
iOS & Android Design

Usability Testing
Responsive Design
User Research
Wireframing & Prototyping