Joey Kidd

User Experience Lead

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OVERVIEW

User experience design leader with a proven ability to solve complex challenges and deliver measurable improvements in workflow efficiency and user satisfaction.

- Conducts in-depth user research to uncover pain points and needs in intricate workflows, generating actionable insights.
- Translates complex requirements into intuitive, user-friendly interfaces that drive adoption and engagement.
- Collaborates with cross-functional reams to align business goals and technical constraints with user needs.
- Prototypes and tests solutions iteratively to ensure clarity and usability in sophisticated systems.
- Applies system thinking to streamline processes and deliver impactful, scalable UX improvements.

PROFESSIONAL EXPERIENCE

Experience Design Lead, VP (Cybersecurity Technology & Controls, CTC)
JPMorgan Chase - 2021-present

- Partner with stakeholders, users, and development teams to identify and resolve product pain points, resulting in simplified workflows and improved business outcomes.
- Lead user research, journey mapping, wireframing, and design initiatives to ensure continuous product evolution.
- Implement solutions that balance user needs with business objectives, driving measurable improvements in efficiency and satisfaction.

UX Interaction Design Lead
Huntington Bank, 2018-2021

- Translated user and business requirements into effective interactions by building user journeys, defining flows, and creating layouts.
- Employed a variety of UX methods to understand user interactions, pain points, and goals.
- Coordinated cross-team alignment to ensure project success and stakeholder buy-in.

UX Designer, Associate (Consumer & Community Banking, CCB)
JPMorgan Chase – 2010-2018

- Executed the UX process for both internal and external applications, focusing on customer research and pain point analysis.
- Delivered user-centered solutions that enhanced the experience for diverse audiences.

EDUCATION

Master of Science, User Experience Design
Kent State University, 2016

Certified Usability Analyst
Human Factors International, 2012

Bachelor of Fine Arts
The Ohio State University, 2006

UX METHODS
User Research, Stakeholder Interviews, User Conversations, Interaction Design, Information Architecture, Wireframes, Prototypes, Mockups, Storytelling, User Journeys, Personas

TOOLS
Figma (Advanced)
Sketch (Advanced)
HTML/CSS (Advanced)
JavaScript/jQuery (Proficient)
Multiple Text Editors