

Eric Eng

email@ericeng.com
www.ericeng.com

EXPERIENCE

Associate Experience Director

Publicis Sapient / New York, NY / Mar 2021 – Present

- Manage teams of 10+ experience designers, strategists, and user researchers for B2B and B2C digital products from ideation to launch.
- Lead experience design and digital transformation initiatives across Retail, Financial Services, Telecoms, and Healthcare sectors.
- Contribute to new business opportunities through strategic RFP responses and impactful client pitches.

VP, Experience Design Lead (Design Innovation team)

JPMorgan Chase / New York, NY / Jun 2019 – Mar 2021

- Managed UX team developing innovative digital products across Chase Ultimate Rewards loyalty ecosystem.
- Launched Chase Travel and Dining with strategic partnerships and travel itineraries across all digital channels.

VP, Experience Design Lead (Practice lead, Digital Payments team)

JPMorgan Chase / New York, NY / May 2018 – Jun 2019

- Established and led design practice, applying user-centered design and Agile methodologies for digital payments teams.
- Co-authored Digital Customer Experience product design playbook; led immersive off-site training for Agile/Lean practices with Pivotal Labs.

VP, Experience Design Lead (Digital Payments team)

JPMorgan Chase / New York, NY / Mar 2017 – Jun 2019

- Managed UX team and integrated user research for consumer and business banking products across web and mobile platforms.
- Launched Zelle and Real-Time Payments integration; redesigned and launched Bill Pay and Transfers across all digital channels.

Design Team Lead

IBM Watson Health / New York, NY / Nov 2015 – Jan 2017

- Managed multidisciplinary team of 12 in developing enterprise Watson AI products for Healthcare.
- Directed design and experience strategy for Oncology and Life Science product R&D.

EDUCATION

Masters of Arts (graphic design)

London College of Communication / London, UK / 2008–2009

Bachelor of Arts (graphic design)

Maine College of Art & Design / Portland, ME US / 2000–2004