

KEITH MASCHERONI

+1 347 495 1539 | keith@keith-m.com | www.keith-ux.com

UX PRODUCT DESIGNER

Strong analytic, strategic, creative, and visual problem-solving skills with extensive experience leading teams to deliver exceptional product UX. Adept at mentoring small design teams while also being hands-on. Specializes in Information Architecture (IA), UX/UI design, and the visualization of complex data within the banking and finance sectors. Proficient in guiding collaborative, user-centered design processes, and mentoring junior designers to elevate design standards. Excellent communicator skilled in stakeholder management and delivering compelling presentations.

AREAS OF EXPERTISE

- User-Centered Design
- Data Visualization
- Design Thinking & Problem Solving
- User Research & Usability Testing
- Accessibility Compliance Design
- Wireframing & Prototyping
- Visual Design & Branding

TECHNICAL SKILLS

- **Design Tools:** Adobe Creative Suite, Figma, Sketch, Axure, Balsamiq, InVision
- **AI Design Tools:** Figma Make, Vercel V0, Claude, Lovable, ChatGPT, Gemini
- **Collaboration Tools:** JIRA, Confluence, Basecamp, Slack, Zoom
- **Prototyping & Wireframing:** Miro, Make, Pen & Paper
- **Office Tools:** Microsoft Office Suite, Keynote, Pages, Numbers

PROFESSIONAL EXPERIENCE

FOUNDRY DIGITAL Lead UX Designer

Nov 2023 – Nov 2025

- Established their in-house design team to enhance the capabilities of enterprise bitcoin mining service products: **Optifleet** and **USAPool**.
- I helped transform OptiFleet's mining ops platform into a subscription-based self-service, user-friendly platform, for set-up and oversight of mining facilities, real-time interactive status dashboards, management of multiple-thousands of miners, asset management and work orders.

RAKUTEN ADVERTISING Team Manager / Lead UX Designer

Feb 2021 – May 2023

- Oversaw a team of four designers to modernize Rakuten's affiliate marketing platforms, achieving notable innovations in user experience.
- Collaborated with stakeholders to enhance the **Insights & Analytics Portal**, leading to awards for innovation in 2023, including the **Gold Trophy for Most Innovative Technology**.

JP MORGAN CHASE VP UX Product Lead

Sep 2016 – Nov 2020

- Led the UX redesign of the proprietary CRM platform, integrating AI algorithms to improve client insights and needs forecasting.
- Enhanced the **Markets Research Subscriptions** platform, enabling robust data organization and user engagement through intuitive controls.

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CODE STREET

Lead Product Designer

Mar 2005 – Mar 2016

Consulting Services

Directed teams in the design of complex applications for major clients, including Deutsche Bank and Citi, focusing on user journeys and visualizations.

- Created innovative solutions for financial platforms, contributing to features that improved user experience and operational efficiency.

In-house Products

Worked in and directed small teams designing numerous components of the Teamwork fixed income platform, including features such as Bid Lists, Notepad, CDS, and Bloomberg integration.

- Directed a team designing Market Data Works which records and replays market data for system testing and forensics analysis.
- Designed the Dealer Pool fixed Income negotiation and trading platform, allowing peer-to-peer discovery of liquidity and anonymous trading without loss of proprietary credit knowledge.
- Created product brand marks, advertising, and marketing campaign collateral materials for Code street's products.

EDUCATION

Bachelor's Degree in Design

Rhode Island School of Design, Providence, RI

Foundation Design Coursework

Art Center College of Design, Pasadena, CA

PATENTS

System and method for implementing an intelligent customer service query management and routing system. N° US 62/652,452. April 4, 2018

AWARDS

- **Gold Trophy: Most Innovative Technology** - Rakuten Insights & Analytics Portal, April 2023
- **Mar Tech Breakthrough Performance Marketing Innovation Award** - Rakuten Insights & Analytics Portal, August 2023