

Shibu A Daniel

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Objective

Senior Product Designer seeking to contribute in the AI-driven design space, with a focus on turning emerging AI capabilities into intuitive, high-impact product experiences through user research, interaction design, and systems thinking.

Summary

- Builder/Maker
- 20+ years of experience as a User Experience Designer
- Last 18 years in the financial sector, working with very large financial institutions
- Analytical, creative, detail-oriented, hands-on, and team player
- Experienced in product development and key contributor in multiple product launches from conceptualization through full life cycle, including post-release activities
- Experienced in dealing with complex, very large data sets
- Experienced in both retail and institutional platforms
- Experienced in leading multi-disciplinary UX teams
- Experienced in agile methodology (both design and development cycles)
- Experienced in design thinking, product evangelization, and user adoption management

Work Experience

- 2020 - Current
Vice President, Product Designer, BNY
- 2019 - 2020
Contract Position, Senior Product Designer, Financial Institution
- 2014 - 2019
Principal, UX Designer, BNY Mellon
- 2010 - 2014
Vice President, UX Designer, JP Morgan Chase
- 2004 - 2010
Architect, UX Designer, Pershing LLC, BNY Mellon

- 2000 - 2004
Senior Usability Engineer, iNautix Technologies (Division of Pershing)
- 1999 - 2000
Usability Engineer, Hartford Life Insurance
- 1998 - 1999
Usability Engineer, PRT Barbados
- 1997 - 1998
Usability Engineer, Riverrun Software Group
- 1996 - 1997
Usability Engineer, NIC Government of India

Major Initiatives

BNY Mellon

- Enterprise Design System: Team lead and key contributor for implementing a UI design system across applications. Responsibilities included UX design, design sprint scrum facilitation, front-end development support, standards and guidelines, training, and governance.
- Foundational Services (UI): Responsible for UX deliverables for common shared services such as dashboard framework, alerts and messaging, task management, and workflow automation.
- Re-engineering Legacy Applications: Led UX for migration and on-boarding of multiple applications into the BNY Mellon enterprise platform (NEXEN Gateway) to provide a unified client and internal experience.
 - Activities included design thinking sessions, contextual inquiries, low/high fidelity prototyping, usability testing, and development support.
 - Re-engineered applications included trading, cash management, investment and portfolio management, asset servicing, and client inquiry management.

JP Morgan Chase

- Trading Redesign: Redesigned the trading experience for retail investors.
 - Activities included focus groups, stakeholder interviews, competitor analysis, low/high fidelity prototyping, usability testing, and development support.
- CSR Workstation: Lead designer for a customer service representative workstation for Chase Mortgage.
 - Activities included contextual inquiries, focus groups, low/high fidelity prototyping, and usability testing.

Pershing LLC

- NetX360 product development: Key contributor across ideation, concept generation, prototyping, usability testing, development support, and post-release activities.

- Responsible for UX deliverables in trading, portfolio management, performance management, multi-custodial data, CRM/contact management, task management, and workflow automation.
- Managed Accounts platform redesign: Team lead for redesign efforts.
 - Activities included stakeholder interviews, competitor analysis, focus groups, contextual inquiries, low/high fidelity prototyping, usability testing, and development support.
- Third-party vendor integrations for portfolio management, prospect management, enterprise billing, and enterprise workflow.
- Re-engineering legacy applications including asset movements, account transfers, enterprise billing, and online balancing.

Toolset

- Figma (and other Design tools)
- Cursor
- Windsurf
- Claude Code
- Pen (or Pencil) & Paper

Education

- Master of Design (M.Des), Indian Institute of Technology (IIT) Mumbai, 1996 batch
- Bachelor of Engineering (BE), Mechanical Engineering, 1993 batch