Basil Duke

Product Designer
New York, NYC

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Bold ideas don't settle for the ordinary. With fearless design fused with data, products are crafted to shatter expectations, disrupt markets, and ignite explosive revenue growth.

Education

User Experience Design
New York University | Jan 2015 - Nov 2015

Visual Design for UX
New York University | Jan 2014 - Nov 2014

BFA in Graphic Design
Taller 5 Centro de Diseño | Jan 2000 - Nov 2005 | COL

Skills

Management
- Product Discovery
- Workshop Design & Facilitation
- Cross-Functional Collaboration
- Product Strategy Alignment
- Mentorship & Coaching

Technical
- Design Systems
- Accessibility
- UI Design
- Systems Thinking
- Figma
- CSS/HTML

Tactical
- Service Design
- Fintech UX
- B2B Design
- Enterprise Design
- SaaS
- Data-Driven Design

Experience

● **JP Morgan Chase, User Experience Design Vice President**
Feb 2024 - Present | JERSEY CITY, NJ

Driving modernization initiatives for a banker and consumer-facing product present in **4,897 US branches**. Guiding three teams through the design and development of an in-branch product, connecting experiences between Salesforce, sales tools, and account activations opening.

- Collaborating with stakeholders on OKRs, guided product teams through discovery, crafted a service blueprint, and executed experiments that launched across **50+ branches** in the SF.
- Spearheading an initiative, I launched an enhanced CD Originations experience integrated into our modernized in-branch product, achieving a completion success **rate exceeding 97.7%** across JPMC branches worldwide.
- Directed comprehensive product design and delivery, mentoring designers to uphold high standards by implementing and maintaining robust design templates and patterns that drive consistency and efficiency across all projects.

● **MadHive, Lead Product Designer for Blockchain & AI Technologies**
Feb 2022 - Feb 2024 | NEW YORK, NY

Working with affiliated Web3 MadHive start-ups (Alice & Valence) for layer 2 Proof-of-Stake blockchain, and identity authentication for audience engagement solutions with **32M+ of funding**. Leading the design of products such as Block Explorer, Staking UI, Hello World apps, and Wallets.

- Increasing investor **conversion by 32.8%** with improvements of the Staking UI that led to a higher token stake lockup.
- Successfully **migrated 100% of 12M MAD tokens** into 18M ALCA tokens (worth 12.6 ETH on 10/22) by problem-solving challenges with GAS fees and transaction amounts at the time.zone collaboration.
- Designed and built an MVP that connected medical data, enabling scientists to compare datasets through an **LLM-powered chat that translated queries into data language**, uncovering correlations and visualizing insights through a polygonal vector network.

● **Synechron, Sr. Product Designer**
Feb 2020 - Mar 2022 | NEW YORK, NY

Working with cross-functional teams on full project lifecycles for clients such as **Transamerica and the Royal Bank of Canada**. Analyzing and breaking down research for design teams and product honors. Validating user research and redefining user personas accounting with business goals and user needs. Designing and running custom workshops for Transamerica's leadership, helping with decision-making and roadmap prioritization.

- **1.4M of annual cost savings** by decreasing calls regarding basic questions and basic 401K terminology to customer services representatives in FY2021.
- **958K of annual cost savings** for reflecting calls into the new onboarding features for new enrolled participants

● **Madison PG, Product Designer**
Jan 2013 - Feb 2020 | NEW YORK, NY

Participation in building from the ground up an employee recognition white label SaaS product with flexible UI that adjusted to multiple corporate images. Working in ideation and design thinking with a double-diamond design process; discovery, refinement, development, testing, iteration, and delivery.

- Working with the sales team and leadership on new product features that successfully translated into **5.6M+ in business review**.
- Working with leadership to successfully acquire more than **15+ new clients** for the SaaS product making the Maestro service the main avenue of revenue for the company.

● **Visual Designer / Webmaster**
Feb 2006 - Feb 2013 | BOGOTA, COL - MIAMI, FL - NEW YORK, NY

During this period, expertise was honed as a visual designer and self-taught front-end developer in IT and e-commerce, collaborating closely with CEOs and startups. This experience fostered a user-centric, agile mindset that paved the evolution into a product design strategist.