

GREG LEIBOWITZ

UX DESIGN LEAD

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Experience

Senior Experience Designer | Bank of America Feb 2023 – Current

Senior UX Design for consumer facing AI/ML chatbot for Native iOS & Android. Move money, transfers, payments, contact us, and innovation/greenfield projects.

UX Design Lead | Express Scripts Jun 2021 – Nov 2022

Designer for iOS, Android, and web applications that allow patients to manage their medications and healthcare. Created frameworks that decreased costs in the millions. Averaging 4.9 on the App & Play Stores.

UX Design Lead | Nemours Children's Health Oct 2018 – Jun 2021

Product Design Lead for iOS, Android, and web applications that allows patients and their families to manage their health. Launched and supported telehealth prior to Covid. Increased app use satisfaction by 17%. Averaging 4.9 on the App & Play Stores.

Sr. UI/UX Designer | Disney Parks Apr 2017 – Sep 2018

Performed design research with users and strategy sessions with business analysts for financial products and enterprise applications. Facilitated design thinking sessions with product stakeholders. Participated in design critiques and peer reviews. Created easy-to-use designs while embedded in agile teams.

UI/UX Designer | WeCompete App Aug 2016 – Dec 2016

Lead the overall experience across the iOS fitness challenge app, evolving existing features and new concepts. Blended creativity, strategic thinking, business and technology savvy, to drive change and innovation in a fast-paced competitive market. Conducted usability testing and iterated on my designs.

UI/UX Designer | FROM Digital Agency Mar 2016 – Aug 2016

Created web and mobile designs for our agency clients such as Avis and Budget. Worked closely with product managers, engineers, and other team members to identify and plan project requirements and conceptualize ideas. A/B test design changes led to millions in revenue.

Interactive Designer | Publix Jun 2015 – Feb 2016

Applied user-centered interaction design standards and processes. Defined navigation, process flows, layouts, iconography, user experience, and the overall visual design of the experiences.

Product Designer | Freelance Jun 2011 – May 2015

Worked with startups, supply chain SaaS, insurance companies, design agencies, marketing firms, and other businesses.

Education

Savannah College of Art and Design (SCAD)
M.A. Design Management
2020 – 2022

University of Central Florida
BFA Design
2008 – 2011

Skills

Facilitating Workshops
Human-Centered Design
Empathy & Reframing
Design Strategy
Interface Design
Wireframing
Mockups
Information Architecture
Accessibility
Sketching
Rapid Prototyping
Usability Testing
A/B Testing
Design Systems
User Interviews
Journey Mapping
Story Telling
Mentoring
Coaching
Product Management
Business Analysis
User Stories
Agile
HCI

Tools

Figma
Miro
Sketch
Adobe Creative Suite
Invision
Axure
HTML/CSS
Slack
Jira