Director of UX and AI

Joe Jordan

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Design leader with twenty years across UX, product, brand and AI. I build design teams and the systems they run on, from an interactive team grown from three to 25 to a 30+ person team at Citi, and I stay hands-on in the work. Recent work includes AI experiences at eFax where people check, accept or adjust what the agent does.

15
designers led across 3 pods
Citi

50%
faster from brief to interactive prototype
eFax

30 min
to prototype, down from 3 days
eFax

25 yrs
building products that had to work
Enterprise, finance, health

Experience

Consensus Cloud Solutions, eFax

Senior UX Lead · Team of 5 — Nov 2025 to Present

- Built the eFax design system from scratch in Figma, 200+ components across the portal and native mobile apps, and drove adoption by connecting it to engineering through MCP so Kiro builds from real components.
- Designing the AI experience for Harmony, which extracts and splits incoming healthcare faxes before an agentic workflow routes them by confidence score, with people reviewing anything the agent is unsure about.
- Leading conversation and agent design for an in-app AI assistant: the behavior spec, approve-before-acting patterns and handoff to support, built to lift trial conversion and first-fax activation.
- Built a 6-pillar product health framework in Mixpanel that showed about half of new signups never send a first fax, refocusing onboarding and activation work across product and engineering.
- Simplifying a portal and mobile product of roughly 400 screens, starting with the core compose flow, instrumented so the redesign is measured against the original.
- Unifying help content from Customer Service, Documentation and Marketing into one source of truth that powers in-product help and the AI assistant.
- Leads a team of five, two designers, an analyst, a UX copywriter and a documentation specialist, and helps define the product roadmap and backlog with product and engineering.
- Owns product analytics for UX in Mixpanel, building KPI boards and running weekly and monthly research standups so decisions come from customer data, not assumptions.
- Set the critique, quality standards and documentation the team works to, and runs Figma training and design sprints with PMs to catch usability issues before build.

Maximus

Senior Director of UX (Contract) — 2024 to Apr 2025

- Led design for an AWS Textract based AI agent that extracted data from Medicare and Medicaid documents uploaded by beneficiaries, handling handwritten forms and multiple languages that previously required manual review.
- Owned UX strategy, roadmaps, staffing and delivery for enterprise healthcare products serving Medicare and Medicaid populations, and helped define the UX budget, reporting to the VP as a member of the senior leadership team.
- Built and ran a seven person practice of three senior UX designers, one junior designer, two copywriters and a manager, leading the leads while staying hands-on as an IC across design, service design and content.
- Won new work by scoping engagements with clients, producing estimates, solutioning approaches and staffing plans that turned open ended problems into signed projects.
- Ran engagements from discovery through delivery, creating the information architectures, service blueprints, personas, user journeys, wireframes and tested prototypes the client shipped against.
- Facilitated client workshops and led design critiques, driving stakeholder consensus on product direction and coaching designers on craft and client communication.
- Consolidated three tools into one by migrating the org from Sketch, InVision and Miro to Figma, simplifying collaboration and cutting tooling spend.
- Managed external partners, freelancers and vendors, and held deliverables to acceptance criteria and contract requirements.
- Drove accessibility standards across Medicare and Medicaid products, meeting Section 508 and WCAG requirements for federally regulated healthcare services.

Citibank

Director of UX Design — 2022 to 2024

- Led the UX and product design function for Citi Retail Services, owning acquisition and servicing experiences for 30+ retail partners including Home Depot, Best Buy, Macy's, Wayfair and Bloomingdale's.
- Delivered $200M+ in operational savings through scalable design systems, reusable UI frameworks and omnichannel design transformation.
- Built and scaled a 30+ person design team, leading the team leads while staying hands-on as an IC, and embedded UX strategy into partner journeys, credit products, prequalification tools and POS lending.
- Shipped 100+ projects across a white label credit card platform that streamlined complex user journeys, reduced friction and strengthened regulatory compliance.
- Built Fusion, Citi's 200+ component design system, and drove adoption across CRS for faster time to market and consistent experiences across every partner brand.
- Introduced AI into design workflows to accelerate prototyping, optimize handoff and improve customer acquisition funnels.

WPP

VP, Director of UX Design (Contract) — 2021 to 2022

- Led multidisciplinary teams across UX, motion, branding and social as VP of UX Design.
- Designed the Verizon mobile app payments experience, reducing friction in a high volume self service flow.
- Built the Philips Hue eCommerce and app experience, connecting product discovery and purchase to in home device setup.
- Owned experience design for Pfizer, Owens Corning and Gilda's Club, spanning pharma, B2B manufacturing and nonprofit.
- Directed concepts from pitch through delivery across web, campaign and social, coordinating designers, motion artists and copywriters under one creative direction.

JK Design

Creative Director, UX / Brand — 2005 to 2021

- Grew the interactive team from three people to 25 in two years to meet client demand, hiring, structuring and leading the practice as it scaled.
- Oversaw every creative department at a 70 person agency, including copy, web development, app development, motion graphics, video production, 3D animation, print and digital marketing.
- Delivered the All-Clad eCommerce experience, translating a premium kitchenware brand into a direct to consumer storefront.
- Built brands end to end for Merck, Heineken, DuPont, NYU, Rutgers, Firmenich and PeproTech, running research, competitive analysis, messaging strategy, naming, identity and brand guidelines.
- Ran client brand sessions and wrote the proposals that won the work, then owned scheduling, budgets and delivery through launch.
- Rolled out new Design/Brand Systems across print, digital, broadcast and interactive platforms.

Skills

Practice

UX Strategy · Product Design · Design Systems · Design Leadership · Information Architecture · Interaction Design · User Research · Usability Testing · Accessibility · WCAG 2.1 AA · Enterprise UX

Tools & tech

Figma · Figma AI / Make · MUI · Storybook · Kiro · Claude Code · Cursor · Mixpanel · HTML · CSS · JavaScript