Jody Hankinson

Portfolio: www.jodyhankinson.com
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I help companies connect design to revenue.

- Design leader with 20 years building experiences for complex, heavily regulated B2B and internal enterprise platforms, translating requirements into measurable, coherent, human-centered systems.
- Manager of multidisciplinary teams, growing individuals with mentorship and building a learning culture.
- Driver of high-value communication by using rapid prototyping and rapid iteration loops with technology, product, and business partners.

Experience

INDEPENDENT CONSULTANT — Brooklyn, NY, Present

Hands-on collaboration with early-stage startups and Fortune 100 companies on a per-project basis.

- Drove concept development and value proposition sessions with founders of an education startup.
- Guided user experience, brand, and visual design for an international report tracking platform.
- Created a comprehensive best practices user experience (UX), user research (UXR), and user interface (UI) library and playbook for a venture capital organization to support founders.

EXECUTIVE DIRECTOR
Wells Fargo — New York, NY, 2022-2026

Individual contributor, then player-coach of an 8-person multidisciplinary team.

- Cut a 40-hour internal underwriting process by 90%, to approximately four hours, by leading UX design of a human-in-the-loop agentic AI tool that met compliance, regulatory, and auditability requirements. Validated usability through interviews with internal teams, in partnership with employee research.
- Surfaced 23 high-value product opportunities and influenced five core strategic roadmaps by designing and leading a 3-day executive strategy summit for 40+ cross-functional leaders. Represented design during working sessions that focused on 2-sided onboarding for enterprise clients and bankers.

INDEPENDENT CONSULTANT
Client: Charles Schwab — Remote, 2019-2021

Individual contributor as a member of the 3-person Design Operations (DesignOps) team.

- Built a sustainable culture of facilitation, design thinking, and continuous learning across a 200-person remote product design organization.
- Facilitated rapid service design sessions for cross-channel communication, onboarding, and transition strategies for acquired TD Ameritrade users during a high-stakes, trust-sensitive platform migration.

HEAD OF UX
AIG — New York, NY, 2017-2019

Player-coach manager for a 15-person multidisciplinary team, directly leading design strategy and UI execution across enterprise digital initiatives.

- Drove a 58% increase in NPS and a 17% lift in QX score by redesigning a heavily regulated annuities customer portal to support self-service. Partnered closely with engineering through a full replatforming.
- Engineered the redesign of complex, data-intensive cross-channel workflows for a 2-sided retirement platform: role-specific dashboards for administrators and financial tools for employees.
- Reduced business unit operating costs by 15% and decreased call center volume by launching a self-service pensions portal, validated through interactive prototypes and remote user testing.
- Designed and implemented an accessible, multi-platform Figma pattern library directly incorporated into enterprise code repositories.

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INDEPENDENT CONSULTANT
Quartz Media Network — New York, NY, 2017
Individual contributor for conversational AI and interaction standards for a lead-generation channel.

- Generated 30% more qualified business leads by designing an NLP-driven AI chatbot that reduced cost-per-lead by one third. Led UX and conversational design, partnering with writing, data, and developer teams.
- Conceived and developed a tracking portal to monitor AI accuracy, manage risk, and protect brand integrity.

VICE PRESIDENT OF USER EXPERIENCE
Shutterstock — New York, NY, 2015-2016
Built a design culture by focusing on business outcomes while leading a team of 11 designers.

- Launched a zero-to-one in-browser photo-editing tool on Shutterstock.com, reducing customer churn through new on-platform workflow tools.
- Released a global mobile creator application, driving acquisition across 18 languages.
- Rebuilt the legacy design system on atomic design and token libraries, establishing scalable design continuity across seven brands and platforms.
- Established user research practices across product and design through training programs, remote research tooling, and shared standards and best practices.

GROUP DIRECTOR OF USER EXPERIENCE
Code & Theory — New York, NY, 2013-2015
Clients: Sirius XM, Scholastic, Green Bay Packers, WWE, SPG, Maybelline

- Scaled the UX practice from 5 to 23 team members and achieved the organization's best retention rate by introducing clear processes, frameworks, and career paths.
- Delivered a 90% product-launch rate leading multidisciplinary teams across B2B, digital media, and consumer platforms from concept through delivery.

ASSOCIATE CREATIVE DIRECTOR
R/GA — New York, NY, 2011-2013
Clients: Nike, Verizon Consumer, Verizon Small Business, Ameriprise

- Generated over $700M in sales volume by designing and launching a B2B self-service commerce beta for Nike Business Solutions that included complex purchasing and fulfillment capabilities for both international retailers and domestic small businesses.
- Accelerated delivery by introducing dual-track Agile, rapid prototyping, and tighter feedback loops.

PRINCIPAL DESIGNER
frog design — New York, NY, 2006-2009
Clients: GE, AT&T, GlaxoSmithKline, American Express

- Launched two award-winning platforms as lead information architect: GE corporate site and intranet.

Education & Teaching

- Instructor, Pratt Institute: Introduction to UX/UI, Research, and Visual Artifacts
- Interactive Telecommunications Program (ITP), New York University
- Bachelor of Arts, Social Sciences, Western Connecticut State University

Technology

AirTable, Claude Design, ChatGPT, Condens, Figma, Framer, Lovable, LLM, Loop11, UserTesting, SurveyMonkey