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# DIEGO PULIDO

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## SUMMARY

*Reinvention* has been present throughout my career as an interaction designer. It relates directly to the way in which I became a designer. This started when I reinvented my academic training from psychology into design.

I have previously been entrusted with leading a different kinds of strategic reinvention by being involved with the creation of design pattern libraries. This taught me about design systems and allowed me to develop strong relationships various typed of stakeholders.

Most of my recent experience can be described as "enabling reinvention of user experience in the enterprise world". Being an enterprise-focused designer allowed me to bring consumer design concepts to enterprise users. This led me to JP Morgan Chase, where I lead a new kind of reinvention: the process by which JPMC embraces and evolves through technology and user-centered design.

## EXPERIENCE

2015 - PRESENT | *JP MORGAN CHASE* [NEW YORK, NY, U.S.A]

### **User Experience Design Lead**

This role has been focused on mobile payments. I am also currently leading a team in charge of changing the landscape of the small business space from a mobile standpoint.

- Designed various elements of *Chase Pay*: a digital wallet & payment app (iOS/Android).
- Designed flows for strategic payment partnerships with Starbucks, Walmart and PayPal.
- Currently leading a team at the beginning stages of building an innovative mobile solution to better assist small business owners who bank with Chase.

2014 - 2015 | *RACKSPACE* [AUSTIN, TX, U.S.A]

### **User Experience Design Lead**

This role was focused on supporting and enhancing various cloud-based offerings .

- Redesigned the user interface and flow for a dedicated server management application.
- Led Rackspace's "Unified Design Language" project. Evangelized design best practices across Rackspace's various products and created a design pattern library based on the company's core principles.

2011-2014 | *DELL* [AUSTIN, TX, U.S.A]

### **Senior Interaction Designer**

This role was focused on unifying the experience and interaction design of Dell's enterprise software for managing various types of servers and equipment.

- Redesigned a web-based application in charge of managing power and temperature in data centers for small and medium-sized businesses.
- Designed the end-to-end flow and user experience of newly acquired caching technologies to existing Dell storage solutions.
- Assisted in the creation of Dell Enterprise's first software user interface pattern library.

2007-2011 | *PEARSON EDUCATION* [INDIANAPOLIS, IN U.S.A]

### **Interaction Designer**

This position focused on designing the user experience of educational web sites and internal web-based management systems.

- Created task flows, wireframes and clickable prototypes for various web sites that served as "companion sites" for existing Pearson textbooks.
- Conducted in-lab and on-site usability studies on various Pearson web site redesigns.
- Designed new interaction patterns to be used as part of a Pearson's first pattern library.

## QUALIFICATIONS/EDUCATION

2006-2009 INDIANA UNIVERSITY-PURDUE UNIVERSITY INDIANAPOLIS, IN (U.S.A)

### **Human-Computer Interaction MSc.**

2000-2005 UNIVERSITY OF NEVADA RENO, NV (U.S.A)

### **Bachelor of Arts, double major in Psychology and French**

Fluent in English, Spanish, French, and Italian.

## SKILLS

Sketch, Principle, Pixate, Axure, OmniGraffle, Framer, Photoshop, Illustrator, InDesign, HTML; CSS; PHP; MySQL; Javascript; JQuery; MS Visual Basic.NET; Keynote.