

Yarley Geffrard | Principal User Experience Designer

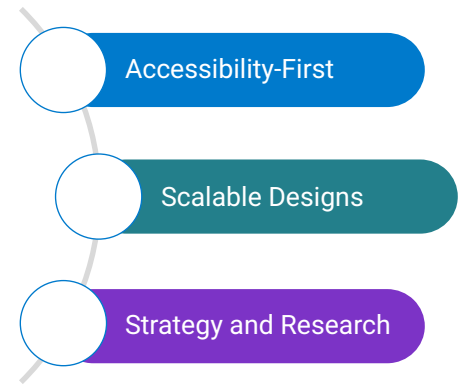
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Portfolio
yarleyux.com

Summary

Dynamic and accomplished User Experience Designer with over 15 years of experience delivering innovative, user-centered solutions in industries including finance, healthcare, and e-commerce. Drove successful measurable outcomes, such as a 262% increase in app signups, a 33% reduction in HR manual processes, and contributing to \$2-6 billion in revenue through strategic product redesigns. Skilled in leading cross-functional teams through the complete product lifecycle, from research, discovery, storytelling and presenting visual concepts to delivery, while ensuring WCAG compliance and exceptional usability. Foster collaboration, mentoring and learning from team members, building scalable design systems, and bridging the gap between design and development to create impactful, accessible, and high-performing digital products.



Expertise

- UX/Product Strategy
- User Research and Testing
- Human Factors Engineering
- Interaction Design
- Visual Design Prototyping
- Design Systems (Style Guide)
- Responsive Web and Mobile Designs
- Design for Accessibility (WCAG)
- Cross-Functional Team Leadership
- User-Centered Design
- Client-Centric UX Strategies
- Data-Driven Design
- Branding and User Experience Alignment
- Workflow Optimization
- Front End Prototyping (HTML, CSS, JS, React)
- Gen AI/ML/LLM Integration
- Team Collaboration and Management
- Analytical Thinking
- Product Lifecycle Management
- Critical Problem-Solving
- Presentations and Storytelling
- Diplomacy and Negotiation
- Agile Team Collaboration
- Conflict Resolution

Work Experience

Principal UX Designer Consultant | Morgan Stanley | New York, NY

03/2021 – 11/2024

Lead UX design for global enterprise-level applications, including wealth management, financial advisory, investor billing, HR, and client services platforms. Collaborated with product managers, business partners, stakeholders, technology teams, and end-users in agile to create prototypes, user journeys, and journey maps through user research, including interviews, workshops, and surveys, aligning with user and business goals. Transformed complex workflows for new and existing systems into engaging, intuitive, scalable experiences, as well as interaction, Human Factors Engineering and visual designs, adhering to W3C/WCAG standards, using Figma, driving product adoption and operating improvements.

- Led a 0-1 International Wealth Management Platform, cutting time for actionable insights by 7 days to grow assets and revenue.
- Designed a global HR CRM on Microsoft CRM, reducing manual processes by 33%+ and enhancing decision-making while managing stakeholders and resolving conflicts.
- Optimized UX for a Salesforce CRM, improving resolution by 22% for investment clients.
- Built a scalable, component-based Figma design system for HR applications.
- Designed an AI-human chatbot for E-Trade, driving \$10M+ in upsell revenue.

Yarley was instrumental in creating several UIs for several internal projects. He was attentive to details, available for review and troubleshooting. His suggestions for improvements to our current state were instrumental in implementing a user friendly and functional UI. Very professional and timely delivery. I highly recommend his work.

Product Owner, Morgan Stanley

Senior Product/UX/UI Designer | Consumer Edge Research | New York, NY

01/2020 – 01/2021

Entrusted to redesign B2B SaaS data analysis tools and research platforms with rationale for hedge funds, enterprises, and investors, focusing on usability and advanced machine learning integration. Conducted user research to devise streamlined workflows and branding strategies, enhancing product-market fit. Collaborated with stakeholders to bridge technical and business objectives, ensuring successful product delivery.

- Created simplified and advanced data pathways, making market research tools accessible and less intimidating for 50%+ of users.

- Revamped backend workflows for data scientists, improving data processing by 2+ days and reducing SQL query dependency.
- Elevated client-facing branding, interface and interaction design for consistency, boosting user satisfaction and engagement.

Senior Product/UX/UI Designer | Broadridge Financial Solutions | Edgewood, NY

07/2016 – 01/2020

Tasked with directing UX design for B2B SaaS and internal financial solutions, including mutual funds, tax systems, and shareholder communications. Facilitated workshops to promote accessibility compliance and implemented a centralized design system to enhance scalability and consistency. Collaborated with cross-functional teams to prototype user-centric solutions, driving adoption and revenue growth.

- Contributed to generating \$2–6B in revenue by redesigning financial applications for enhanced usability and performance.
- Reduced development costs by over 30% through a custom Bootstrap-based design framework.
- Led accessibility initiatives, integrating W3C/WCAG standards into product designs, and improving global usability.
- Mentored designers and interns, fostering professional growth and improving team productivity.

Lead UX/UI Designer/Developer and Business Systems Analyst | Sandata Technologies | Port Washington, NY

05/2015 -07/2016

Designed and developed complex mobile and web applications for the healthcare sector, crafting UI elements, user flows, wireframes, and storyboards using Adobe Creative Suite and Google Draw.io. Worked closely with business stakeholders and company experts to extract key data and metrics, ensuring designs were aligned with business needs. Collaborated with Quality Assurance teams to create test plans and strategies, guaranteeing compliance with W3C/WCAG and ADA accessibility standards.

- Enhanced client satisfaction by applying user-centered design methodologies, consolidating multiple legacy system functionalities into a unified platform, and streamlining processes such as patient intake, reducing staff processing time by 8-12 minutes per intake
- Developed a modular and adaptable Bootstrap-based SCSS design system framework for various applications
- Designed the company's first tablet application for nurses to efficiently record patient assessments

Principal Lead UX Product Designer, Architect and Developer | YNO Designs LLC | Jersey City, NJ

08/2008 – Present

Lead multidisciplinary teams, overseeing the complete design lifecycle for diverse industries including finance, healthcare, e-commerce, and nonprofit sectors. Design and prototype intuitive cross channel experiences for responsive web and mobile applications using tools like Figma and Adobe Creative Suite, ensuring compliance with W3C/WCAG accessibility standards. Develop functional prototypes with technologies like HTML, CSS, JavaScript, PHP, and Node.js, facilitating seamless handoffs between design and development teams. Leverage storytelling to align product strategies with user insights. Applied Human Factors Engineering and user-centered design for successful outcomes.

- Increased grants for a nonprofit by over 220%+ transforming research insights into optimized digital experiences.
- Reduced advertising costs for an indie film launch by 38% through analytics-driven strategies and user testing.
- Enhanced collaboration between stakeholders and developers, reducing delays and improving project completion timelines.
- Crafted tailored CMS and application solutions, driving high user adoption and operational efficiency.
- Manage project roadmaps, budgets, and resource allocation while conducting user research and competitive analysis to inform designs.

Earlier Career

UX/UI Designer and Web Developer | Webserves | New York, NY | 12/2013 -11/2015

Education

Bachelor of Arts in Computer Science with a Concentration in User Experience Design | Hunter College, CUNY | New York, NY

Diploma in Audio Engineering and Music Production | Institute of Audio Research | New York, NY

Associate of Applied Science in Computer Science | New York City College of Technology, CUNY | New York, NY

Certifications

WCAG Accessibility Training | WebAIM

Web Design | Mindleaders Skillsoft

Technical Proficiencies

Design Tools | Figma, Figjam, Miro, Adobe Creative Suite (Including XD), Sketch, InVision, Balsamiq

Frontend Technologies | HTML, CSS/SCSS, JavaScript, Bootstrap, Tailwind, React, Angular, Node.js

Backend Technologies | Python, PHP, Wordpress, Java, Ruby on Rails, C++

Data Management | Oracle SQL, MySQL, MongoDB

Accessibility Standards | WCAG 2.1/2.2, 508, ADA Compliance

Project Management | Jira, Trello, Notion, Basecamp