

# SALVATORE CRISCIONE

sal.criscione@gmail.com | 650.686.1625 | Richmond, California

linkedin.com/in/salvatore-criscione | ux.salcriscione.com

## Professional Summary

Strategic UX researcher with 10+ years of experience across UX research and design. Expert in diagnosing complex problems, uncovering root causes, and translating insights into measurable business impact. Recognized, trusted mentor who develops talent and strengthens collaborative, user-centered teams. Prepared to take on expanded leadership responsibilities.

## Professional Experience

**Senior UX Researcher** | J.P. Morgan Chase | July 2018 - May 2026 (7+ Years)

At J.P. Morgan Chase, I led UX research and design strategy for U.S. Wealth Management, transforming complex enterprise tools for financial advisors and simplifying the consumer onboarding experience.

**US Wealth Management**, Internal Tools, 2021 - Present

- Built foundational understanding of financial advisor businesses and users that became the standard for educating product teams.
- Established the advisor mental model for a new “Household” tool, translating discovery research into an intuitive, visual design framework while mentoring junior designers and researchers.
- Simplified a 4-step money transfer to a single step on the CRM's most-used page, a research-led redesign that achieved 100% adoption within one week of launch.

**Account Opening & Onboarding**, Consumer Products, 2018 - 2021

- Owned the end-to-end research strategy for a new customer onboarding experience, boosting mobile alert adoption by 14% among new users.
- Led research that informed a simplified, single-page design for pre-approved offers, achieving a 3% conversion rate for the credit card MVP.
- Pioneered a scalable research repository and process guide that standardized rituals and preserved institutional knowledge across the business.

## **UI & UX Designer** | **Act-On Software** | Sep 2014 - Jul 2018 (4 Years)

Strategized with product leadership to drive measurable business impact for a B2B SaaS platform, while owning the end-to-end design lifecycle from low-fidelity wireframes to pixel-perfect, interactive prototypes.

- Established a company-wide design thinking process that shifted focus to solving core customer problems, leading to a reduction in high-priority support tickets and an increase in positive customer feedback.
- Redesigned 7 core tools and developed 3 new features for the marketing automation platform, transforming the product suite from an industry follower into a primary competitive advantage.
- Conducted concept and usability testing and created user personas and journey maps to educate the product team.

## **Web Designer** | **Various Small Companies** | Apr 2013 - Sep 2014 (1.5 Years)

- Designed, built, and launched marketing and e-commerce websites from the ground up, creating all related assets including online ads, landing pages, product photography, and social media graphics.
- Established foundational design processes and brand strategy for each company, successfully gaining buy-in on the design direction from CEOs.

## **Skills**

**UX Research:** Stakeholder Interviews, Discovery Research, Co-Creation, Concept Testing, Usability Testing, Heuristic Evaluation, Card Sorting, Click Tests

**Experience Strategy:** B2B, B2C, Jobs-To-Be-Done, Enterprise Tools, Data Visualization, User Personas, Journey Mapping, Service Mapping, Competitive Analysis, Discovery Workshops

**People:** Stakeholder Alignment, Meeting Facilitation, Mentorship

**Tools:** UserZoom, User Testing, Figma, FigJam, Jira, Microsoft Products

## **Education**

**AI Strategy** | 2026 | **eCornell University** | Online

**Certificate in UX Design** | 2016 | **General Assembly** | San Francisco, CA

**BFA in Animation & Illustration** | 2007 - 2012 | **SJSU** | San Jose, CA

## **Hobbies**

Digital Illustration - [www.artstation.com/sal\\_criscione](http://www.artstation.com/sal_criscione)

West Coast Swing dancing - competition & casual