

# BIAGIO GOETZKE

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## PROFESSIONAL SUMMARY

Visionary, award-winning design executive with over 15 years of experience leading UX and product innovation across Fortune 500 companies, startups, and emerging technologies. Recognized for uniting teams behind bold product visions, launching creative platforms, and scaling design systems. Merges storytelling, operational excellence, and strategic influence to deliver elegant, user-centered solutions that drive measurable business outcomes.

*Core strengths include:*

Strategic Planning · Executive Stakeholder Influence · Scalable UX Design · Service Design · Cross-functional Team Leadership · Design Thinking · AI & Blockchain Innovation · Culture Building · Mentorship.

## EXPERIENCE

**Vice President, User Experience**  
JPMorgan Chase & Co., New York, NY

**October 2022 – Present**

Led UX strategy and cross-functional design journey-focused initiatives for Wealth Management's Self-Directed Investing. Collaborated with Product and Technology leaders to drive innovation, integrate AI, and scale UX systems.

- Launched Market Alerts, which far exceed internal KPIs.
- Championed cross-quad collaboration, including Quad Why workshops.
- Developed "The Machine" to streamline design requests and increase delivery velocity.
- Explored AI and blockchain-based enhancements to ensure competitive differentiation.
- Successfully assumed Executive Director duties during a 4+ month leadership gap.

**Executive Director (Experiential Design)**  
Hypno, New York, NY

**Oct 2019 – Sep 2022**

Led immersive digital/physical experiences for Samsung, Michael Kors, and others. Delivered real-time brand interactions and social amplification campaigns with global reach.

- Designed cross-channel user journeys, including real-time 62-foot billboard activations in Times Square that drove customer conversions and product upgrades.
- Oversaw multi-disciplinary teams to deliver visually and emotionally impactful campaigns.
- Optimized experiences for social engagement and product storytelling.

**Head Of UX Design**  
NEM/Symbol (Crypto), New York, NY

**May 2021 – Feb 2022**

Drove UX for blockchain platform products and community tools. Unified design through systems thinking and gamified user engagement.

- Built the Athena Design System to align global team workflows.
- Created Kairos, an AI-powered generative art platform with cross-chain NFT capabilities.

- Developed gamified trading experiences to boost community participation and usage.

## **Head Of UX Design**

Expand Wellness, New York, NY

**Jan 2021 – May 2021**

Led the product development of a mobile wellness app. Directed branding, UX research, and iterative prototyping.

- Conducted research to identify optimal product-market fit.
- Created wireframes, tested concepts, and guided iterative design.
- Oversaw branding, naming, and visual identity creation.

## **Chief Product Officer**

The White Company (Crypto), New York, NY

**Jun 2018 – Oct 2019**

Directed product and brand strategy for a blockchain-driven fintech company offering crypto-based consumer solutions.

- Delivered a cohesive multi-product ecosystem integrating stablecoins, debit cards, crypto exchange, e-commerce, and tokenized investments.
- Launched a responsive website under a 3-month timeline with seamless architecture for fintech tools.
- Drove campaign and visual strategy across all digital platforms.

## **Lead Product/UX/UI Designer**

ServiceChannel, New York, NY

**Nov 2017 – May 2018**

Reimagined enterprise B2B software for a global client base, including Apple and Nike.

- Modernized legacy interfaces for work order management and automation.
- Designed a feature-rich mobile app with location, ratings, and vendor search tools.
- Delivered UI/UX for field service tools used in 60+ countries.

## **Founder and Head of Product**

Modstar, New York, NY

**Oct 2010 – Oct 2017**

Founded and led a digital production studio serving clients in entertainment, media, and marketing.

- Directed mobile, video, and web strategy for clients like Paramount, McCann, and VMLY&R.
- Built and led an elite team of designers and developers.
- Delivered award-winning B2B and B2C platforms and content.

## **Head of Production, UX Designer**

Heavenspot, Los Angeles, CA

**Mar 2007 – Sep 2010**

Led both creative and technology divisions on digital campaigns for entertainment and tech.

- Managed 15+ clients, including Disney, Adobe, and EA.
- Increased Adobe account profitability by 35%.
- Drove campaign execution for globally distributed launches.

## MAJOR CLIENTS IN UX AND CREATIVE PROJECTS

ABC	Ford Models	NEM/Symbol
Adobe	HBO	Nike
Apple	Johnson & Johnson	Paramount
Chanel	JPMorgan Chase & Co.	Samsung
Cirque du Soleil	LEGO	ServiceChannel
Colgate	Louis Vuitton	Sesame Street
Digitas	MAC Cosmetics	Sony
Disney	Marilyn Agency	Swarovski
Dolce & Gabbana	McCann	Port Authority of NY & NJ
Dylan's Candy Bar	Michael Kors	Walmart
EA	MTV	Warner Bros.
FIFA	NBA	VML

## EDUCATION

**B.S., Mechanical Engineering** – *The Cooper Union, New York, NY*  
Dean's List, Tau Delta Phi

## PROFESSIONAL DEVELOPMENT

Certificate HTML, CSS, & JavaScript  
*CodeCademy, New York, NY*

Certificate User Centered Design (UCD), HCI, Mobile  
*Interaction Design Foundation, New York, NY*

## AWARDS

Webby Nomination | Disney's Tron: Legacy Interactive  
Site  
*The Webby Awards, New York, NY*

Inductee, Smithsonian Innovation Collection | Children's  
E-Learning  
*Smithsonian Institution, Washington, DC*

## OUTREACH AND VOLUNTEERING

Physics Tutor | East Harlem Tutorial Program  
*New York, NY*

American Heart Association  
*Raised \$2K+ for Wall Street Heart Walk (2025)*

9/11 Day Charity  
*Packed meals aboard the Intrepid Museum*

Grassroot Grocery  
*Sandwich-maker, Volunteer*

## SOFTWARE AND TECHNOLOGY

### Expert

- Figma
- ChatGPT
- InDesign
- Keynote
- Lightroom
- Midjourney
- MS Office
- Photoshop

### Intermediate

- Adobe Analytics
- After Effects, Premiere
- Atom
- CSS
- GitHub
- HTML
- Illustrator
- JavaScript
- Jira, Agile, Sprint
- PHP
- Unix

### Learning

- Angular
- aXe
- Axure
- Monday
- Python
- React
- Wave

## AREAS OF EXPERTISE

### Product Design / UX / UI

- Branding
- Business Goals
- Data-Driven Design
- Design Systems
- Design Thinking
- E-Comm
- Information Architecture
- Interaction Design
- Product Vision
- Product Design
- Prototyping
- Strategy
- Usability Testing
- User Experience
- UX Design
- User Research
- Visual Design
- Wireframes

### Soft Skills

- Driven
- Empathic
- Intuitive
- Inventive
- Productive

### Digital Production

- Agile
- App Dev
- Art Direction

- Brand Experience
- Digital Marketing
- Front-End Web Design
- Graphic Design
- GSD
- Integrated Marketing
- Interactive Advertising
- Lean Design
- Mobile
- Online Marketing
- Photography
- Project Management
- Social Media
- Storytelling
- Strategy
- Video
- Web Design

### Technology

- Android
- AI
- AR
- Blockchain
- Experiential
- iOS
- Kiosk, Large Display
- LLM
- Machine Learning
- Mobile Devices
- Security
- Web

### Business Development

- Account Management
- Deck Writing
- Engagement
- Negotiation
- SOW Writing
- Business
- Stakeholders Management

### Industries Served

- Advertising
- AR
- Banking
- B2B
- B2C
- CPG
- Cryptocurrency / Blockchain
- Education
- Electronics
- Entertainment
- Fashion and Beauty
- Finance
- Gaming
- Government
- Luxury
- Mobile
- Online Investing
- Retail
- SaaS
- Software
- Sports