



## Jeffrey Easton

Brooklyn, NY  
(917) 716-5063  
Portfolio: [jeffreyeaston.com](http://jeffreyeaston.com)  
[jeffrey.easton@nycmail.com](mailto:jeffrey.easton@nycmail.com)



---

### SUMMARY

Experienced qualitative and quantitative user research manager and mentor who has created and managed award-winning, global, and cross-functional UX design and research teams at JPMorgan Chase, Fidelity, and Goldman Sachs. Jeffrey has conducted user research in the US, Africa, and Asia and consulted within insurance, pharmaceuticals, consumer products and other domains. He is an expert in user research methods and operations, Design Thinking, web analytics, and accessibility.

---

### EDUCATION

- **MBA, MIS and Marketing - NYU Stern School of Business**
- **MPS, Political Management – George Washington University**

---

### IN-HOUSE EXPERIENCE

#### **Vice President, Usability & Research Operations**

*JPMorgan Chase*, 2021 - present

- Establish a user research operations practice for the Corporate & Investment Bank
- Manage the implementation of user research tools, templates, training, and user panels
- Spearhead the evaluation, selection, and implementation of an insight repository for the firm
- Conduct user research with UX professionals and institutional clients

#### **Vice President, User Research & Metrics**

##### **Head of User Research, Private Wealth Management Digital**

*Goldman Sachs*, 2017 to 2020

- User Researcher #1 in a new corporate level UX Team - hired user researchers, data scientists, a web analytics specialist, and a research operations lead
- Worked closely with product managers, development teams, and designers throughout the firm to define and implement the needed user research operations, including tools, and user panels
- Moderated and analyzed user research with consumer bank customers (Marcus), GS employees, and institutional and ultra high net worth clients
- Developed and taught UX and user research curriculum for staff, new hires, and interns
- Planned and implemented a user research practice for the Private Wealth Management Digital business – conducted research in Asia with PWM staff and clients
- Introduced accessibility tools and training; assisted in recruiting candidates with disabilities

#### **Director, User Experience Research**

*Fidelity Investments*, 2014 to 2017

- Led the strategic research activities that drove the end-to-end experience of the strategically important Wealthscape and Total Advisor Platform (TAP) financial advisor ecosystems
- Oversaw implementation of web analytics and metrics for the new platform
- Managed and mentored a team of user researchers in support of the institutional business
- Planned, conducted and analyzed qualitative and quantitative user research utilizing in-person and remote moderated and online unmoderated methodologies and tools
- Coordinated the summer intern program; participated in campus recruiting
- Participated in volunteer teaching partnership with Citizen Schools, running after-school program for inner-city middle school students

## **Vice President, User Experience Advocate**

*JPMorgan Chase, 1997 to 2007*

- Built an internal user experience team from scratch, going from a single resource to managing a 'virtual' team of ten, including outside usability consultants and offshore usability analysts
- Created firm-wide design guidelines and established and chaired the firm's Design Review Board – standard design won Nielsen Norman Group's '10 Best Intranets' Award in 2007
- Conducted hundreds of usability labs, contextual inquiries, card sorts, surveys, and other user research methods – communicated insights and design recommendations to stakeholders
- Developed a usability and accessibility curriculum for business analysts and developers

## CONSULTING & TEACHING EXPERIENCE

---

### **Assistant Adjunct Professor**

*Pace University, Seidenberg School of Computer Science and Information Systems, Fall 2019*

- Taught graduate level User Experience Design course

### **User Experience Strategist**

*Human Factors International, 2010 to 2014*

- Managed multiple simultaneous user experience research projects for Fortune 500 clients, with the goal of identifying opportunities for competitive advantage and innovation
- Planned, conducted and analyzed primary user research, created detailed user ecosystems, and communicated insights to stakeholders through directional prototypes, business strategy recommendations and other means
- Gained experience conducting user research in Africa
- Taught multi-day courses on *Web Design, Usability Testing, and Institutionalizing a Mature UX Practice*
- Mentored clients in developing a strategy and roadmap for creating a more mature and impactful UX research practice
- Managed several UX resources and coordinated with other global cross-functional teams

### **Senior User Experience Consultant**

*Logical Design Solutions, 2009 to 2010*

- Experience design lead for a firm specializing in the design of Fortune 500 enterprise portals
- Created detailed design standards and information architectures based on numerous usability labs, surveys, card sorts, contextual interviews and expert reviews

#### **Industry Experience:**

- Energy
- Biotech
- Consumer Products

### **Senior Experience Designer**

*Molecular (currently Isobar), 2008 to 2009*

- Lead user experience and digital strategy consultant for award-winning interactive agency
- Conducted competitive analysis, determined technical feasibility, designed wireframes
- Reviewed designs for Section 508 and W3C WCAG standard compliance

#### **Industry Experience:**

- Business and Consumer Insurance
- Health Insurance

## PUBLICATIONS

---

### [Intuitive Haptic Icons: The Next Gadget in Your UX Designer's Tool Belt?](#)

*Human Factors Design Newsletter*, April, 2014

### [Five Strategies for Moving Your Company Toward User-centricity](#)

*Human Factors Design Newsletter*, January, 2013

### [Emulating Google: Is it Always the Right Choice for Navigation?](#)

*Human Factors Design Newsletter*, November, 2013

### **Segmentation Analysis and Modeling**

*The Enterprise Portal by Logical Design Solutions*, 2010

## PRESENTATIONS

---

### [Human Insight Repositories: What to Consider Before You Take the Dive](#)

Human Insight World 2020 (UserTesting), virtual, October 2020

### [Best Practice Approaches to Unmoderated Research in a Risky and Regulated World](#)

The Human Insight Summit (UserTesting), New York, NY, October 2019

### [Design Secrets Hiding In Your Web Analytics Data \(Half-day Workshop\)](#)

User Experience Professionals Assoc. (UXPA) Annual Conference, Toronto, CAN, June 2017

### **User Experience Advocacy: Strategy and Tools for Large Organizations**

User Experience Professionals Assoc. (UXPA) Annual Conference, Austin, TX, June 2007

### **User Testing and You: How to Leverage Usability Results to Improve Your Market Research**

The Market Research Event, Los Angeles, CA, October 2006.

### **Usability in Large Organizations** (Panel Discussion)

World Usability Day, New York, NY, November 2005 and 2006.

Co-planned and hosted the NYC World Usability Day event both years

## EXPERTISE

---

### UX Tools

- Qualtrics
- UserTesting
- UserZoom
- EnjoyHQ
- Morae
- Optimal Workshop
- Camtasia
- Axure
- Confront
- InVision
- Insight Repositories
- Figma
- Lucid

### Certifications

- Certified Usability Analyst  
*Human Factors International*
- Certified eXperience Analyst  
*Human Factors International*

### Research Methods

- Surveys
- Contextual Inquiries
- Interviews
- Heuristic Review
- Moderated and Unmoderated Usability Testing
- Card Sort and Tree Test
- Click Test
- A/B Testing
- Design Thinking moderation
- Net promoter score
- SUS
- Kano Analysis
- Max Diff
- Bipolar Emotional Response Testing (BERT)
- Focus Groups
- Jobs to be Done
- Accessibility Assessment