

Jia Ivey

Digital Product Design Executive • VP Design / Head of Design

Growth • Onboarding • AI-Native Design Orgs

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SUMMARY

Design executive who runs design as a growth function. I lead a 30+ person design and research organization accountable for growth and onboarding at a top-10 U.S. bank: 8M monthly visitors and 1M+ approved new accounts a year, from roughly 4x that many applications. The work is measured in new-customer dollars and in the quality of the experience itself, across web and multichannel journeys for clients, branch bankers, and care center teammates. Before Truist, I led product design at Namely and Grubhub through their highest-growth years, shipping iOS, Android, and web products; at Grubhub we A/B tested every feature we designed. I then crossed into product management at Bank of America and built an AI automation team from zero to 20 across the U.S. and India. Across all of it I've learned to speak roadmap with product, delivery with engineering, funnel with marketing, and dollars with finance. At Truist I built the org from the ground up, grew every director from within, and led its AI transformation hands-on. I move fast in environments built to move carefully.

LEADERSHIP SNAPSHOT

- **AI transformation:** Piloted Copilot, Builder.io, and GitLab Duo personally, ran hands-on demos, and built the AI strategy framework and prompt governance; testable concept generation went from two weeks to one day.
- **Org building:** 2 → 30+ across four directors, all promoted from within with 4+ years' tenure; a hiring bar, career trellis leveling used for cross-team calibration, and one design process from discovery to design QA.
- **Business impact:** Balances deposited through digital account opening grew from \$500M to \$1.1B in two years; digital now delivers 45% of the bank's new customers.
- **Design systems:** Co-founded the Truist design system and own its extended kit for acquisition — tokens, atomic components, shared libraries — cutting component rebuilds 75% in two years.
- **Operating altitude:** Own customer insights and experience strategy for the funnel; daily peer partnership with the heads of Performance Marketing, Digital Capabilities, and Cybersecurity; own headcount, vendor budgets, and RFPs.

EXPERIENCE

Truist • Sr. Director, Acquisition Design

Charlotte, NC • 2020–present

Director, Digital Commerce (2020–22) • Director, Public Sites & Digital Commerce (2022–25) • Sr. Director (2025–)

Design and research for the growth funnel end to end — truist.com, performance marketing, and digital account opening across consumer, small business, wealth, and commercial. Joined during the BB&T/SunTrust merger to build the function; promoted twice as scope grew.

AI transformation and experience strategy

- Led the shift to AI-augmented design from the front: joined the pilots personally, demoed live to the team, and stood up the leadership AI strategy framework and prompt governance system. Gen-AI concepts now feed research testing directly.
- Confronted the AI-and-offshoring question directly — open sessions with my directors, then an all-hands address on AI, GCC capacity, and what it meant for careers. Six months on, the team is adopting AI tooling and AI-generated concepts without attrition.
- Made design the function that sets the experience roadmap by owning the data: brought FullStory into the org and drove adoption to 100+ active users, hands-on built the funnels and dashboards tying design decisions to new-customer and deposit outcomes, and taught the team to monitor customer insights themselves. Design proposed and won 40 roadmap items in 2025 (up from 20+) and delivered 100% — including the authentication revamp, funding resequence, and answer-engine (AEO) optimization so products surface in AI-driven search.
- Built a test-and-learn research practice spanning discovery and validation, with 83% of findings acted on through design iteration or backlog additions; planned the introduction of synthetic (AI-simulated) research and set the boundaries for it to supplement, never replace, research with real people.

Org, craft, and platform

- Grew every director from designer or junior manager, and developed designers into product managers and researchers into designers. Own the hiring bar and process, plus a career trellis with skill ratings adopted for calibration across teams.
- Established one design process shared by content, experience design, and research — ideation, discovery, delivery, production support, and design QA — grounded in desirability, feasibility, and viability, with accessibility (WCAG/ADA) and post-launch measurement built in.

- Co-founded the enterprise design system and expanded it from the atomic level to component and pattern level; established cross-platform reusable libraries for enterprise patterns such as authentication and identity verification across scenarios and channels; consolidated public-site CMS design systems into one framework adopted enterprise-wide.

Growth and conversion outcomes

- Owned the account-opening and funding experiences behind the deposit growth above, delivering ahead of plan and business case; grew digital lending balances 43% YoY.
- Led the first promotional-offer modernization, replacing a 15-system manual process with one automated journey from offer to reward: 60% higher application starts, 1.9x completion, 2.2x conversion to funded accounts.
- Shipped a new identity-verification flow that let 15% of new customers open accounts instantly, contributing to 35% YoY growth in new digital customers and a 5-point conversion lift.
- Raised customer quality, not just volume: 77% of new checking and savings customers fund within three months (+8 pts); 19% of paycheck-switching engagers moved direct deposit.
- Recovered a quarter-sized acquisition shortfall within the following quarter by leading the root-cause effort that found a fraud-screening step blocking legitimate applicants, then leading the fix.
- Launched LightStream lending on truish.com and extended it to branch and phone channels; modernized small business account opening (roughly 2x plan); redesigned the homepage with merchandising and personalization.

Bank of America · Group Product Manager, AI Automation, Global Risk Management

Charlotte, NC · 2018–2020

- Built a product, design, and engineering team from zero to 20 across the U.S. and India, owning hiring, operating rhythms, and the cross-geography model.
- Persuaded executives to broaden the mandate from process automation to a human-centered redesign of the risk officer's end-to-end experience: find the right procedure, review faster, execute and QA with automation.
- Shipped an enterprise search engine across every internal database so risk officers find current procedures and job aids in minutes rather than hours; automated roughly one-third of a multi-thousand-process portfolio and piloted machine learning for decision support in 2019 — early AI work where audit defensibility was non-negotiable.

Grubhub · Product Design Manager

New York, NY · 2017–2018

- Grew the team from 2 to 6, then took on the core diner experience with 10 product and content designers through the company's highest-growth period; established the design system across iOS, Android, and web, and introduced Google design sprints run 1–2 times a month.
- Delivered 15%+ cumulative conversion lift through winning A/B tests across profile, personalization, promos and loyalty, and reviews; App Store rating held above 4.8.

Namely · Head of Product Design (from Senior Designer)

New York, NY · 2015–2017

- Promoted from senior designer to design manager to head of design during Series B–D growth; managed former peers, hired two designers, and ran an external vendor for the Android app while building iOS in house; established the design system and the design sprint practice.
- Worked directly with the founder/CEO, CTO, CPO, and head of client success on client pitches and vendor evaluations; shipped the first Android app and the iOS redesign (rating above 4.5).

mumms Software · Lead UI/UX Designer

New Orleans, LA · 2014–2015

- Led electronic medical record (EMR) design for hospice and palliative care software; presented weekly to executives and key clients.

Earlier: HUSH (Nike digital shopping experience), Hill+Knowlton Strategies, Line 58, and independent practice, 2008–2014.

EDUCATION & ADDITIONAL

Pratt Institute, Brooklyn, NY · M.S., Communications Design, received 2012

Leiden University, Leiden, Netherlands · Exchange student, Art History, 2008–2009

National Taiwan University, Taipei, Taiwan · B.A., Chinese Literature, 2004–2008

CPACC (Certified Professional in Accessibility Core Competencies) · Behavioral analytics and experimentation: FullStory, Adobe Analytics, Qualtrics

Hibiki — co-founder; SwiftUI iOS app for Suzuki violin practice, built end to end with AI-assisted development workflows.