

Daniel Mejia

Senior Product Designer

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Summary

Senior Product Designer with 10+ years of experience designing enterprise software across regulated financial service industries, including Wealth Management at PNC Bank and Legal and Business Resiliency at JPMorgan Chase, and education (McGraw-Hill Education). Specializes in complex, multi-stakeholder products where clear information architecture, systems thinking, and cross-functional alignment are as critical as interface craft. Frequently operates without a dedicated researcher, leading whiteboarding sessions and discovery work to define user flows, map IA to backend systems, and surface integration dependencies before development begins. Brings a disciplined analytical foundation, shaped by U.S. Army Intelligence training and formal study in Human-Computer Interaction (MIT) and Graphic Design, to turn ambiguous, high-complexity problems into clear, scalable, and accessible product experiences.

Professional Experience

Senior Experience Designer | PNC Bank, Columbus, OH

Mar 2025 – Present

- Lead UX design for PNC's Wealth Account Opening platform, a compliance-gated, multi-step wizard supporting 20+ account types across Investment Management, IRA, Custodial, and Trust/Estate services for high-net-worth clients across 5 business segments.
- Identified a compliance risk in the IRA Decedent Detail entry workflow. Mapped a hidden decision tree across 16 form variations and designed a background logic model that auto-selects the correct form and calculates the applicable IRA rule automatically, eliminating manual math errors in a regulated process.
- Serve as segment lead designer for PNC Private Bank within a 4-person design team, owning end-to-end design decisions for that segment while attending all Agile ceremonies and collaborating across segments to maintain platform-wide consistency.
- Delivered end-to-end design across multiple new and redesigned workflows: Self-Directed Roth IRA, Inherited Roth IRA, Inherited Traditional IRA, Crypto account opening, business segment navigation badges, and complex input forms across Accounting Methods, Related Party Capacities, and Documentation Signing.

- Consolidated 10+ fragmented design files into a single navigable source of truth, covering 10+ user flow diagrams, UI mockups, and interactive prototypes, and led the PNC Private Bank dev team's adoption of Figma Dev, streamlining sprint handoff across the product development process.

Senior UX Designer | JPMorgan Chase, Columbus, OH

Dec 2017 – Aug 2024

Business Resiliency

2022 – 2024

- Transitioned to Business Resiliency to design mission-critical tools supporting enterprise recovery and compliance workflows across multi-party, multi-status systems.
- Designed a recovery process builder that enables product owners to create processes from scratch or clone existing ones, balancing flexible authoring with the consistency and audit trail in regulated settings.
- Led UX for a scheduling and test management tool coordinating mandatory and optional recovery tests across multiple parties, designing for complex coordination states, role-based views, and competing stakeholder needs.
- Designed a multi-status approval workflow for Recovery Steps spanning requesters, evaluators, and approvers, including an integrated messaging system to surface and resolve issues found during digital form and document reviews.
- Led cross-functional whiteboarding sessions with business, product, and engineering to align on user flows, IA, and data requirements, mapping to multiple data sources and informing API planning before UI development began.
- Led Adobe Analytics implementation across the Business Resiliency application, self-learning the tool and documenting workflows, user entitlements, and entitlement combinations to enable independent usage tracking.
- Surfaced a foundational product insight: Technology Resiliency users were engaging more frequently and longer than the Business Resiliency users the product was designed around, directly challenging the team's primary persona assumptions, and influencing the roadmap.
- Used Adobe Analytics to estimate thousands of daily users across NA, EMEA, LATAM, and APAC. Applied disability prevalence data to identify 300+ daily users likely living with a disability, built the accessibility business case, and presented findings to leadership.
- Co-created accessibility documentation aligned with the Greenlines System for Accessible UX, mentored designers on A11y standards, and ensured WCAG-compliant interfaces across Business Resiliency products using Axe DevTools.

Legal Department

2017 – 2022

- Conducted heuristic evaluation of a third-party application, Passport Legal Spend, identifying critical UX issues in status alerts and confirmation flows that secured expanded design responsibilities across Legal department products.
- Expanded scope to a second product team, attending eDiscovery workflow tool (Pega) demos to identify UX issues and inform design decisions for the Legal department's eDiscovery team.
- Appointed lead designer for Legal Data Central, an internal vendor management tool, collaborating with UX research, product, and engineering from concept through delivery, consolidating multiple databases and a data repository into a unified, searchable interface. Basis for the SMEx case study in my portfolio.
- Conducted usability evaluations across 5+ systems, including vendor applications Passport and iManage; both studies were used by product leadership to advocate for UX improvements directly with each vendor.
- Filled the UX research gap across multiple initiatives by leading whiteboarding sessions with business, product, engineering, and stakeholders, developing user flows, defining IA, and surfacing integration dependencies before development started.
- Mapped IA to backend systems and data sources during discovery, informing API and Kafka configuration planning and helping teams identify and resolve data dependencies before UI work began.
- Introduced Figma prototyping as the standard for usability testing, enabling earlier design validation and reducing the risk of building features that didn't meet user needs.
- Facilitated design thinking workshops that aligned cross-functional teams on product roadmap priorities, reducing misalignment and rework during delivery.

Designer | McGraw-Hill Education, Columbus, OH

Jan 2017 – Dec 2017

- Built a comprehensive design system with reusable HTML/CSS components, enabling 5 junior designers to independently deliver work that previously required senior oversight across print and digital platforms.
- Designed an interactive prototype and led usability testing sessions with teachers for a new math product, incorporating feedback to align the final experience with national educational standards and teacher workflows.
- Selected for a leadership-assembled task force to accelerate a product redesign and sharpen its value proposition, directly supporting the sales team's ability to engage education boards across the country.

- Delivered end-to-end UX design consultations for two Chicago startups, providing research-based short, medium, and long-term strategy recommendations to help early-stage products create user value.
- Conducted generative and evaluative research, including one-on-one interviews and affinity mapping, then translated findings into wireframes, high-fidelity prototypes, and stakeholder-ready artifacts: journey maps, task flows, SWOT analyses, and documented UI mockups.

Skills & Tools

Design & Prototyping

- Figma, FigJam
 - Low, Mid, and High-Fidelity UI design
 - Adobe Creative Cloud
 - Axure RP
 - HTML / CSS
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Domain Experience

- Financial services
 - Business Resiliency
 - Legal operations
 - EdTech
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Accessibility

- WCAG 2.1 / A11y
 - Greenlines System
 - Accessible design systems
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Collaboration

- Cross-functional facilitation
 - Design thinking workshops
 - Stakeholder presentations
 - Design Systems
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Research & Facilitation

- Research & Facilitation
 - Heuristic evaluation
 - Whiteboarding & discovery
 - Usability testing
 - Surveys & analytics
 - Affinity mapping
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Information Architecture

- IA mapping to systems
- User flows & task flows
- API & data dependency planning

Education

Human-Computer Interaction (HCI) for UX Design	May 2024
Massachusetts Institute of Technology (MIT), Online Certification	
UX/UI Design Bootcamp	Nov 2016
DESIGNATION Labs, Chicago, IL	
Associate's Degree, Graphic Design	Oct 2011
The Art Institute of Fort Lauderdale, Fort Lauderdale, FL	
Bachelor's Degree, Art History	Jun 2008
Universidad de Puerto Rico, Río Piedras, PR	
Intelligence Analyst (96B)	Nov 2004
US Army, Fort Huachuca, AZ	