

Jeremy Belcher

Senior Product & Design Leader

Auxilius – NYC, NY

VP, Product

May 2023 – Present

- Promoted from Design Leader to Head of Product
- Led the design and product strategy for an enterprise SaaS Clinical Trial Financial Management platform, growing ARR from \$0 to \$4M in under 24 months
- Drove product growth and adoption by prioritizing self-serve features, drastically reducing reliance on customer success teams
- Managed and mentored cross-functional design and product teams to streamline processes, optimize the product roadmap, and ensure alignment with strategic goals.
- Managed Agile development process, and restructured process to enhance UX, reduce errors, and improve release efficiency, cutting down on reopens and follow-up tickets.

Auxilius – NYC, NY

Director of Product Design

Nov 2021 – May 2023

- Led the design of an enterprise SaaS tool from prototype to launch, redesigning all workflows and nearly every screen to optimize user experience and adoption.
- Collaborated closely with early users, customers, and advisors to co-design the product, achieving strong product-market fit in the clinical financial management space.
- Established and implemented a comprehensive design system, ensuring consistency across the platform.
- Developed deep expertise in accounting, clinical, and finance concepts to build a robust financial management product with no prior in-house accounting expertise.

FIA Tech – NYC, NY

Product Design Lead

Sep 2017 – Nov 2021

- Responsible for UX/UI Product design across 5 data heavy Institutional Fintech products

managing multi-party contracting, brokerage rate schedule management, account management, and post-trade settlement

- Cocreated new brokerage rate schedule product (FCR) alongside institutional customers, including Blackrock, Goldman Sachs, JP Morgan, and other Tier 1 Investment banks and Asset Managers
- Collaborated with engineering team to create and implement platform-wide Design System
- Collaborated with internal (Client Services, Product, Dev) and external customer stakeholders to bring Enterprise FinTech SAAS products from conception to launch for Risk, Brexit, Dashboards, Fee & Commission Management, and others
- Led procurement and implementation of Appcues Digital Adoption Tool and Analytics
- Created UX Lab, our design focused user group of early adopters to test new concepts and prototypes
- Defined design process, from Creative Briefs all the way through post-launch analytics
- Product design leadership – developed and mentored a Design Team

Freelance – NYC, NY

Interaction Design, Information Architecture & User Experience Strategy

Apr 2016 – Sep 2017

- Designed internal Intranet for Apollo Global Management
- Led omni-channel ecosystem redesign for CFA Institute
- Freelance UX design lead for additional clients such as Revlon, Internet Retailer, and Hartz

Big Spaceship – NYC, NY

Associate Director of User Experience

Sep 2014 – Mar 2016

- Leading UX and strategy across multiple client projects such as Google, DIRECTV, Guggenheim, BMW, IFC Films, and Saturday Night Live
- Evangelized the UX process across the agency, incorporating research, prototyping, testing, and rapid iteration into a waterfall design process
- Helped win over \$1 million in new business as part of pitch teams
- Managed and mentored UX Design Team

Freelance – Tokyo, Japan/NYC, NY

Interaction Design, Information Architecture & User Experience Strategy

Feb 2014 – Sep 2014

- Freelance UX design lead for clients such as Emirates Airline and Global Citizen

Atmosphere Proximity – NYC, NY/Dubai, UAE

Senior User Experience Lead

Jun 2012 – Feb 2014

- Led UX design for Emirates Airline, one of the largest airlines in the world.
- In addition to leading design team, personal designs include Skywards account dashboard (Emirates' frequent flyer program) as well as their new mobile website and the website booking engine, which processes nearly \$2 Billion/year.

Freelance – NYC, NY/Buenos Aires, Argentina

Interaction Design, Information Architecture & User Experience Strategy

Aug 2010 – Jul 2012

- Concepted, Sketched, and Wireframed user-centered Web & Mobile Applications across multiple industries

FoxyMelody Digital Music Distribution - LA /NYC

Co-Founder, Chief Executive Officer

Jan 2005 – Jan 2011

- Brought one of the first services for independent musicians to sell their music directly on iTunes and other digital music services to market
- Designed system architecture and User Interface from the ground up, including homepage, client login, audio uploading, metadata capture, royalty reporting, and administration systems
- Managed international network of outsourced designers and coders based in China, India, Russia, Ukraine, Romania, and Sweden for development and maintenance of website, client management, database, and accounting systems

Treacy & Company - Needham, MA

Analyst (Product Manager) at Treacy Ventures

May 2009 – July 2010

- Designed concept, business plan, hiring plan, marketing strategy, and operations plan for startup focusing on private career advising for college students
- Managed staff of 16 including a program director, advisors, and college intern marketing team

EDUCATION

New York University, B.S. | New York University, A.A.