

Jeremy Belcher

Senior Product & Design Leader

ABOUT ME

Experienced Senior Product & Design Leader with a proven track record of driving successful 0-1 product development, strategy, and roadmap. Skilled in managing cross functional stakeholders, leading teams, and achieving strong product-market fit. Recognized for mentoring and developing talent, establishing scalable systems, and optimizing user experiences.

TL;DR

- Built product from prototype to enterprise platform, growing ARR from \$0 to Several Million \$ in under 36 months, with over \$4.5 Billion managed by customers in the product
- Cocreated new Brokerage product (FCR) alongside institutional finance customers, including Blackrock, Goldman Sachs, JP Morgan, and other Tier 1 Investment banks and Asset Managers
- Worked on products used by tens of millions for world class brands, including Google (Google Glass), DirecTV (Viewer Experience Strategy), Saturday Night Live (40th Anniversary App), BMW (Ownership App), Emirates Airline (Flight Booking Engine, Skywards Loyalty App), InVision Prototyping (In-design Commenting), and more.
- Sold over \$1 million in new business as part of pitch teams, helped raise \$10 million Series A

EXPERIENCE

Auxilius – NYC, NY

VP, Product. May 2023 – Present.

- Led the Product and Design teams for Enterprise Fintech SaaS platform, growing ARR from \$0 to Several Million \$ in under 36 months, with over \$4.5 Billion managed by customers on the platform
- Drove self-serve product initiatives, reducing burden on Customer Success Managers (CustOps) by 50% and lowering servicing costs while improving customer autonomy and satisfaction.
- Managed Agile development process, and restructured process to reduce errors and improve release efficiency, cutting down on reopens and follow-up tickets by 25%.
- Owned and drove product strategy, vision, and roadmap, engaging with customers and collaborating cross functionality with engineering, CustOps, and commercial teams to drive

prioritization

- Managed and mentored cross-functional product and design teams
- Promoted from Design Leader to Head of Product

Auxilius – NYC, NY

Director of Product Design. Nov 2021 – May 2023.

- Collaborated closely with early users, customers, and advisors to co-design the product, achieving strong product-market fit in the clinical financial management space.
- 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.
- Established and implemented a 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, clearing account management, and post-trade settlement.
- 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
- 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
- Product design leadership – developed and mentored a Design Team
- Created UX Lab Customer Group, our design focused user group of early adopters to test new concepts and prototypes

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

Big Spaceship – NYC, NY

Associate Director of User Experience. Sep 2014 – Mar 2016.

- Helped win over \$1 million in new business as part of pitch teams
- Leading UX and strategy across multiple client projects such as Google (Google Glass), 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
- 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.
- Designed 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
- Created first ever [“Click to Drop” comment system for Invision](#), the original design prototyping tool.

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.