

# Jeremy Belcher

Senior Product & Design Leader

## **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, 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.