

GREIG WHITELOCK

STAFF / PRINCIPAL PRODUCT DESIGNER

Fintech | Enterprise | Complex Digital Products

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PROFILE

Staff / Principal-level Product Designer and UX leader with 20 years' experience designing complex digital products across fintech, enterprise, public-sector and agency environments. Currently Vice President of User Experience at JPMorgan Chase, leading end-to-end design across business-critical products and enterprise experiences.

Specialises in turning complex systems, workflows and information into intuitive, scalable products - combining hands-on design with research, product strategy and systems thinking. Work has reduced out-of-the-box delivery from around three months to **1-3 days**, removed **28 steps** from a benefits journey and improved workflow efficiency by **20%**.

Experienced senior stakeholder partner, mentor and Nielsen Norman Group certified UX practitioner, working across Product, Engineering, Design Systems and business leadership to shape strategy and raise design maturity.

CORE EXPERTISE

Product Design | UX Strategy | Interaction Design | Design Systems | Enterprise UX | Fintech | Complex Workflows | User Research | Journey Mapping | Information Architecture | Prototyping & Testing | Accessibility / WCAG | Design Leadership | Stakeholder Management | Agile Delivery | Figma | AEM CMS

EXPERIENCE

VICE PRESIDENT, USER EXPERIENCE

JPMorgan Chase & Co. | Nov 2022 - Present | Glasgow, Scotland | Hybrid

Lead product design across high-priority enterprise initiatives, owning work from discovery and research through production. Simplify complex workflows and establish scalable design foundations across business-critical digital products.

- **Led strategy, discovery, design and governance** for a 15-template reusable web library used daily by hundreds of designers and developers, plus self-service content teams.
- **Reduced out-of-the-box delivery from around three months to 1-3 days** by using IA audits and prioritisation to focus the library, then partnering with Design Systems, Engineering and AEM teams to create buildable patterns with Figma-to-CMS parity.
- **Spearheaded the Corporate Card transformation**, using good / better / best experience models to simplify a complex multi-system application journey, reduce clicks and improve navigation and decision-making.
- **Jointly led the Health Benefits redesign**, replacing manual PDF comparison with a reusable decision-support experience across medical, dental and vision plans; removed **28 steps**, with **67%** satisfied or very satisfied and **60%** reporting greater confidence.
- **Aligned designers, developers and stakeholders** through cross-functional workshops and iterative Agile delivery, resolving a critical bottleneck and improving workflow efficiency by **20%**.
- **Led end-to-end discovery for a unified employee-notification experience** in a three-person design and research team; synthesised 14 stakeholder interviews into a taxonomy, eight design principles, four priority levels and testable prototype journeys.
- **Raise design maturity** through mentoring, critiques, workshops and knowledge sharing; present strategy to design leadership and help teams adopt scalable practices.

SELECTED IMPACT

1-3 days to take an out-of-the-box employee web experience from concept to live, previously around three months.

28 steps removed from the U.S. health-benefits enrolment journey.

67% of Health Benefits respondents satisfied or very satisfied; 60% reported greater confidence.

20% improvement in workflow efficiency through cross-functional workshops and Agile delivery.

UX/UI DESIGN SPECIALIST

Scottish Enterprise | Jun 2018 - Nov 2022 | Glasgow, Scotland

Led UX research and product design across Scotland's national economic development agency, helping businesses discover support and improving complex public-sector services.

- **Researched, designed and continuously improved** the main Scottish Enterprise website across information architecture, user journeys, interaction and interface design.
- **Supported government COVID-19 business-support initiatives**, translating rapidly changing financial-support schemes and eligibility requirements into clear, accessible journeys for medium-to-large businesses.
- **Led GlobalScot end to end** from service blueprints, future-state journeys and IA through brand, guidelines and live product; validated registration, search and connection journeys through interviews, A/B tests, usability testing and tree tests.
- **Shifted GlobalScot from staff-brokered introductions** to phased self-service registration, search, controlled peer-to-peer messaging and community participation; the initial release shipped in around two months, registrations and adoption grew, and staff intervention reduced.
- **Established design standards and WCAG 2.1** accessibility guidance across digital touchpoints, improving consistency and accessibility.

EARLIER EXPERIENCE

SENIOR DIGITAL DESIGNER

OLIVER Agency | Apr 2016 - Jun 2018 | Glasgow, Scotland

Embedded within client organisations, delivering user-centred digital products, interfaces and content experiences at pace while balancing user needs, brand, commercial objectives and technical constraints.

SENIOR DIGITAL DESIGNER

Front Page | Jun 2011 - Apr 2016 | Glasgow, Scotland

Delivered responsive digital experiences for global clients including **Disney, Royal Caribbean, Celebrity Cruises and Macmillan**, leading projects from concept through design and implementation. Built strong foundations across UX, UI, HTML5 and CSS3.

DIGITAL DESIGN & FRONT-END ROLES

Multiple organisations | 2003 - 2011 | Glasgow, Scotland

Total PDA - Web & Graphic Designer | **Mediacorp Online / Triple One Digital** - Front End Developer & Designer | **Clayton Graham Communications / Barkers Group** - Digital Designer

Early career spanning ecommerce, web development, advertising and digital design, establishing the technical and visual foundations that continue to inform product design practice.

EDUCATION & CERTIFICATION

BA (Hons) Multimedia Technology & Communications | Glasgow Caledonian University

HND Multimedia Design | Glasgow College of Building & Printing

UX Certificate - Nielsen Norman Group | Nov 2020 | Credential ID: 1033143

ADDITIONAL PROFESSIONAL DEVELOPMENT

UX Strategy Fundamentals | UI/UX Design & Prototyping | Web & Ecommerce UX | Enterprise UX | Umbraco Certified Developer Level 1