


JOSH ORTIZ

Art Director | Digital, Product | UX/ UI

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joshortiz.co

Award-winning interactive director, product designer, and art lover with over 15+ years of experience seeks to align strengths and experience with exciting opportunities that promote play, continual growth, innovation, and more

EXPERIENCE

JPMorgan Chase

VP, User Experience Design Lead

New York, NY

Sept 2021 – Present

Lead UX designer within the Self-Directed and Automated Investing product teams (formerly You Invest™). Reinvented an all-new stock & ETF trading experience based on analytics and research. Explored the possibility of cryptocurrency offerings. Reimagined options trading, margin, and sustainability features. Worked closely with product owners and regularly presented ideas to leadership and stakeholders. Quality assurance, animations, and micro interactivity across tech teams. Proposed and managed enhancements on a design system level across the firm. Former lead designer for an internal advisor-led app for asset/security transfers (ACATS)

Sr. Product Designer

Feb 2019 - Aug 2021

Associate UX designer within the digital wealth management team, attending to all aspects of design for You Invest™ enterprise products across Chase retail and JPMorgan Private bank segments. Worked closely with product teams and developers to integrate product enhancements and improvements based on user testing, design specs, and quality assurance. Ideated new design concepts & prototypes for options trading platform expansion and more.

Nickelodeon

Senior Designer (Brand/ Interactive)

New York, NY

Sept 2014 – Feb 2019

Lead designer of events within the digital brand team, including the creation of fully interactive websites, second screen experiences, online voting platforms, sweepstakes pages, app support and more for events such as Kids Choice Awards, Kids Choice Sports, Halo Awards, Trivia Prizefest and Halloween. Worked with outside vendors to oversee development, made recommendations and quality assured products in detail. Provided design support to team members as needed.

Scholastic

Digital Art Director (UX)

New York, NY

May 2012 – Sept 2014

Design and directed online user experiences for Scholastic national partners, third party sponsored programs and internal brands such as the Lexus Eco Challenge, the National Institute of Drug Abuse (NIDA), Harry Potter and more. Aided in the creative development in a new Scholastic.com, quality assured brand integrity, outlined detailed user experience cases all while self-managing budget, hours and scope of work.

MetaMorphX, Freelance Art Director

New York, NY

Oct 2011 – April 2012

Blue Fountain Media, Web Designer

New York, NY

Feb 2010 – Sept 2011

Sharpleft, Inc., Interactive Designer

New York, NY

June 2009 – Oct 2009

MetaMorphX, Freelance Designer

Denver, CO

Dec 2006 – June 2009

EDUCATION

Art Institute of Colorado

 Graphic Design, BA Degree
2000 – 2003, graduated

Cherry Creek Vocational School

 Commercial Art Program
1999 – 2000, graduated

SAE Institute of Technology - NY

 Audio Engineering Program
2010 – 2011, graduated

HIGHLIGHTS

3rd Place, NYC division

 2019 JPMorgan Chase
Global Hackathon

Daytime Emmy Nomination –

 Outstanding Interactive –
Original Daytime Content
Kids Pick The President (2017)

ProMax BDA Gold Award –

 North America Promotion,
Marketing & Design Awards
Kids Pick The President (2017)

Bronze & Honorable Mention Awards –

 Art Director's Club of Denver
Annual Student Showcase (2003)

Gold Key Award

(1st of 2 \$12,500 Scholarship) –
Scholastic Art & Writing Awards
HS Senior Portfolio (2000)

Winning Portfolio

(2nd of 2 \$12,500 Scholarship) –
The Art Institute of Colorado
Freshman Portfolio (2000)

SKILLS

 Figma
 

 Sketch/Invision
 

 Adobe Photoshop
 

 Adobe Illustrator
 

 MS Office
 

 Google Suite
 

 Video Editing
 

 Sound Design
 