

Michelle DaSilva

Strategic Product Design Leader | Digital Innovation & Transformation | Customer-Centric Design

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PROFESSIONAL SUMMARY

Strategic Product Design Leader with over 20 years of experience driving digital innovation and transformation within large-scale enterprises across Finance, Healthcare, and Consumer Goods. A dedicated practitioner known for **leading high-performing teams** and delivering customer-centric solutions that balance business goals with intuitive user experiences. Expert in **integrating UX into complex product lifecycles**, fostering cross-functional collaboration, and implementing scalable design systems. Passionate about **design thinking and the emerging role of AI** in optimizing digital ecosystems for millions of users.

CORE COMPETENCIES

- **Design Leadership & Strategy:** Product Design Leadership, UX Strategy & Governance, Executive Stakeholder Engagement, and Strategic Roadmapping.
 - **Operational Excellence:** Digital Transformation, Cross-Functional Team Management (Product/Engineering/Risk), Agile Methodologies, and Design System Scaling.
 - **Innovation & Advanced Research:** AI Product & Interaction Design, Design Thinking Methodology, Human-Centered Research, and Product Lifecycle Management.
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EXPERIENCE

JPMorgan Chase & Co. | VP, User Experience Design Lead Jersey City, NJ | Jan 2023 – Present

- **Lead the UX strategy for Access & Security Manager (ASM)**, overseeing the digital entitlement experience for 8.7 million customers across Business, Commercial, and Private Banking.
- **Streamline complex entitlement management**, enabling business owners to easily add authorized users and govern granular levels of access across diverse account structures.
- **Drove the rollout of scalable self-service token authentication**, unifying the security journey across all banking segments to improve client experiences while projecting a significant reduction in fraud losses by 2026.
- **Defined the vision for SecureAccess**, a GenAI-driven concept designed to simplify complex permissioning lists through smart recommendations and automated security alerts.
- **Supported the migration of 65K+ users** to Business Banking platforms, significantly improving onboarding efficiency and customer engagement.
- **Launched proxy admin entitlements**, successfully onboarding 24K+ new proxy admins into modernized security and user management workflows.
- **Bridge the gap between Design, Engineering, Authentication, and Risk teams** to ensure entitlement features are intuitive, secure, and fully compliant with bank-wide controls.
- **Direct a high-performing UX team**, mentoring designers to translate technical access requirements into user-friendly permissioning flows.

Novartis | Associate Director, UX Design Lead East Hanover, NJ | Mar 2019 – Dec 2022

- **Partnered with executive leadership to define the UX strategy for the \$15B US Pharma segment**, translating global digital goals into high-impact engagement frameworks for millions of patients and Healthcare Professionals (HCPs).

- **Built and scaled UX/UI teams to implement enterprise-wide design systems**, improving brand consistency and accessibility; the new USPharma design system (launched with Cosentyx.com) led to a **40% increase in session duration**, a **1% drop in bounce rates**, and a **3% rise in pages per session**.
- **Cultivated a research-led design culture** by leading design thinking workshops to define user needs and implementing standardized usability testing to drive data-informed improvements.
- **Contributed to the cross-functional execution of the PSS Leap initiative**, a strategic redesign of support service enrollment that replaced outsourced legacy models; achieved a **24% boost in web-based co-pay enrollment**, an **11% rise in co-pay enrollment**, and a **9% increase in patient adherence**.

Brother International | UI/UX Design Manager; Sr. UI/UX Designer Bridgewater, NJ | Aug 2013 – Mar 2019

- **Directed UX strategy and design operations for a \$1.5B+ enterprise digital portfolio**, establishing cross-functional workflows to improve usability and accelerate the delivery of customer-facing products.
- **Partnered with Product and Engineering to lead the digital transformation of Brother-usa.com**, overseeing a complete redesign and CMS/PIM integration for a site supporting millions of monthly visitors.
- **Orchestrated the launch of the Brother PrinterProPlus auto-fulfillment app**, defining the end-to-end user journey for an automated ink and toner replacement ecosystem.
- **Spearheaded the design and rollout of Brother Refresh**, a strategic automatic replenishment service that successfully converted thousands of transactional customers into recurring revenue subscribers.
- **Instilled a culture of design thinking**, leveraging user research and data-driven insights to optimize conversion rates and enhance satisfaction across diverse e-commerce and B2B platforms.

Hertz Corporation | UX/Graphic Design Manager; Sr. Graphic Designer Park Ridge, NJ | Sept 2003 – Aug 2013

- **Managed a cross-functional design organization**, directing the visual execution and UI/UX strategy for digital and marketing channels across a \$9B global car rental portfolio.
- **Governed the Hertz global visual identity**, overseeing brand consistency across web, mobile, and physical touchpoints to ensure a unified experience for millions of travelers worldwide.
- **Directed end-to-end design lifecycles**, translating complex business requirements into intuitive, user-centered solutions that aligned with global commercial objectives.
- **Partnered with cross-functional stakeholders to modernize legacy marketing assets**, successfully transitioning the brand's visual language into a digitally-optimized ecosystem.
- **Mentored and led a team of designers**, establishing creative standards and operational workflows that improved design velocity.

EDUCATION & CERTIFICATIONS

- **B.A., Graphic Design**, Rutgers University, Newark – 2001
- **Mini-Masters in UX Design (UXD)**, Rutgers University, New Brunswick – 2014
- **Mini-MBA™ in Customer-Centric Management (CCM)**, Rutgers Business School – 2017
- **Certification: UI/UX Design for AI Products**, Stanford Online – 2025
- **Certification: AI for UX Design**, Designlab – 2025

AWARDS & RECOGNITION

- **Board of Directors Excellence Award (2x)** – Brother International
- **CTS US High Five Awards Winner** – Novartis