

Jona Agcaoili

Senior UX Designer · Fintech & Regulated-Industry UX, AI-Native Design · 10+ Yrs Experience

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SUMMARY

Strategic UX design leader with 10+ years defining end-to-end design strategy for complex enterprise, fintech, and regulated B2B platforms. Proven track record building scalable design systems and interaction patterns from the ground up, including AI-native, 0-to-1 products, while applying AI-assisted, spec-driven design practices (GitHub Copilot, Claude) to accelerate prototyping and documentation. Experienced formally mentoring and coaching design teams, synthesizing qualitative and quantitative research into clear direction, and earning trust across design, product, engineering, and senior leadership to move complex, data-dense workflows forward.

CORE COMPETENCIES

Fintech & Regulated-Industry UX • Enterprise / B2B Product Design • AI-Assisted / Spec-Driven Design (Copilot, Claude)
Design Strategy & North-Star Vision • Scalable Design Patterns & Systems • UX Team Leadership & Mentoring
Cross-Functional Stakeholder Trust • User Research & Usability Testing • Accessibility (WCAG)
Agile Collaboration • Front-End Familiarity (HTML, CSS, JS, React, Angular)

EXPERIENCE

Senior UX Designer, Enterprise Mortgage Applications | United Wholesale Mortgage

Pontiac, MI · July 2023 - Present

- Lead end-to-end UX design across enterprise mortgage platform products and a Gen AI product built from the ground up, owning the full user lifecycle from discovery through prototyping, delivery, and post-launch validation.
- Defined the UX vision, design system, and scalable interaction patterns for the Gen AI product with no prior foundation, applying AI-assisted and spec-driven design practices (GitHub Copilot, Claude) to accelerate prototyping and documentation.
- Collaborate with product managers, engineers, and business stakeholders to align design scope with technical constraints; present work to senior leadership to secure alignment and buy-in, earning trust across internal teams to move complex, data-dense workflows forward.
- Guide and mentor 3-5 junior and mid-level designers across multiple product teams, coaching through complex stakeholder dynamics and reducing revision cycles by 30%.
- Champion and maintain design systems and WCAG accessibility standards across all platforms, ensuring consistent, reusable patterns at scale.
- Partner with UX researchers to define research objectives and conduct interviews, surveys, and usability testing that directly inform and validate design direction, pre- and post-launch.

Senior Product Designer | Anywhere Real Estate

Madison, NJ · Aug 2022 - Apr 2023

- Designed interaction patterns, workflows, wireframes, and high-fidelity UI components for enterprise platforms, increasing user engagement through data-informed iteration.
- Validated UX solutions through usability testing and behavioral analytics; collaborated closely with engineers and product stakeholders to deliver features meeting business and user needs.
- Established UI components and best practices aligned to WCAG standards; mentored fellow designers, fostering skill growth.

Senior Experience Designer | Butler Branding

Fresno, CA · June 2020 - July 2022

- Led UX design and front-end development for content management and e-commerce platforms, streamlining user journeys and measurably increasing conversion rates.
- Created brand identity assets for clients, including logo design and visual brand guidelines, extending design work beyond UX into broader brand strategy.

- Developed end-to-end website strategies from ideation through development, aligning cross-functional teams with business goals and user needs.
- Conducted user research and usability testing to validate design decisions; championed accessible, inclusive design; mentored junior designers.

Senior UI/UX Designer | Merteck / Thriftly.io

Fresno, CA · Dec 2018 - June 2020

- Led UI/UX design for enterprise application modernization projects, improving user experience and adoption for complex business tools.
- Designed responsive layouts and data visualizations for enterprise dashboards within Agile ceremonies and sprint planning.
- Collaborated with cross-functional teams to develop and implement global WCAG accessibility standards across the product suite.

Lead Design Strategist | Bitwise Industries

Fresno, CA · Nov 2016 - Dec 2018

- Developed and executed comprehensive design solutions for commercial and educational environments, coordinating with architects, engineers, and project managers.
- Designed interior and exterior space layouts, balancing aesthetic, functional, and budgetary requirements across commercial and educational facilities.
- Managed budgets and resources; led projects from concept to completion within timelines.

UI/UX Developer & Designer | EDIT, LLC

Fresno, CA · Aug 2014 - Nov 2016

- Led UI/UX design and front-end development across multiple product lines using HTML, CSS, JavaScript, React, and Angular.
- Managed and mentored a team of design and QA interns; collaborated with developers, PMs, and product owners across the full product lifecycle.

Creative Director | Freelance · Remote

Remote · Sep 2008 - Present

- Lead all aspects of the creative process from concept to execution, championing human-centered design, user research, and inclusive UX practices across diverse client engagements.

EDUCATION

Bachelor of Fine Arts, Graphic Design, Laguna College of Art and Design, Laguna Beach, CA (2012)

TECHNICAL SKILLS

Design & Prototyping: Figma, Sketch, InVision, Zeplin, Adobe Creative Suite

AI Tools: GitHub Copilot, Claude (spec-driven design & documentation)

Research & Collaboration: Miro, Dovetail, Notion, Jira, Confluence, Asana

Development: HTML, CSS, JavaScript, React, Angular, GitHub, Bitbucket

3D & Visualization: Maya, SketchUp