

Koni Son

Design Lead, Product Designer

kson1019@gmail.com • konisonportfolio.com • (347) 907-1027

About

I'm a product designer with 8+ years in enterprise financial services—currently at JPMorgan Chase—building the systems that move real money. Which means every decision I make has to earn trust at scale. Now I'm applying that same rigor to AI products: I build with Claude, ship with code, and think deeply about what it means for people to trust intelligent systems they can't fully see.

Leadership Experience

Design Lead, Commerce Payment Platform

JP Morgan Chase • Sep 2024 – Present

- Leading product design for SafePay—JPMorgan's Banking and Commerce Payments platform—owning research, interaction design, and cross-functional alignment across design, engineering, compliance, and product from discovery through launch.
- Leading AI4Design Training and workshops working group, by managing +77 instructors and +11 moderators—teaching designers across the org to integrate LLMs and GitHub Copilot into their daily practice through workshops, onboarding documentation, and 1:1 ramp-up support.

Design Lead, Merchant Services

JP Morgan Chase • Jul 2022 – Sep 2024

- Led redesign of automation platform for micro-small businesses, with two MVP product launches with one feature doubling sales team capacity.
- Facilitated end-to-end product experiences across siloed product teams to unify onboarding journeys.
- Facilitated UX Analytics adoption and fixes across product teams.

Senior Associate UX Designer, Spectrum Core

JP Morgan Chase • Apr 2019 – Jul 2022

- Designed and launched a design system adopted by 120+ Asset Management applications used by 4300+ users.
- Delivered 3 core platform capabilities to boost product owner productivity and performance visibility.

- Established a UX contribution process and led Spectrum UX Academy workshops to advocate system adoption.

Project Lead, Force for Good

One United Bank • Apr 2019 – Jul 2022

- Led an 8-person team to revamp the mobile app, delivering the first component library, research toolkit, editorial guidelines, and a long-term roadmap.

Earlier Experiences

UX Consultant, ADP

Motion Recruitment Partners • Feb 2019 – Apr 2019

- Designed wireframes, user flows, and prototypes to streamline admin workflows for enterprise HR systems.

UX/UI Designer

Relationship Capital Partners, Inc. • Jul 2022 – Sep 2024

- Defined and designed core features for sales intelligence software in close partnership with developers.

Education

Business Analytics Certificate • Harvard Business Online

Human-Centered Design Certificate • IDEO + Acumen

User Experience Design Certificate • General Assembly Sogang University

BA, American and French Culture • Sogang University

AAS, Fashion Design • Fashion Institute of Technology

Skills & Languages

Leadership & Strategy: Mentorship & Coaching, Strategic CX, Stakeholder Management, Cross-functional Collaboration, UX Roadmap

Research & Analytics: User Research, A/B Testing, UX Analytics, Adobe Analytics, Data-Driven Decision Making

Design & Systems: Design System & Governance, Journey Mapping, Information Architecture, Service Design, Prototyping & Wireframing, Accessibility Guidelines

AI & Emerging Technology: AI-Assisted Prototyping (Figma Make, Claude Code, Claude Design, GitHub Copilot), Dev GPT, Prompt Engineering, LLM Integration