Justin Ramedia

Design & Creative Executive

UX, CREATIVE & DIGITAL EXPERIENCE LEADERSHIP · AI-DRIVEN TRANSFORMATION

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SUMMARY

Design and creative executive with 20+ years building and leading UX, creative, and digital teams of up to 40 people. As VP, UX & Creative at New York Life, I own an experience mandate tied to a $200M+ annual sales ecosystem and partner directly with the CMO and CTO. I run design as a business function: bringing in generative AI tools and rebuilding how a lean team of 7 works lifted UX and digital experience profitability by 340%+ with no added headcount. I hire for personality, curiosity, and technical understanding over tool skills, and I grow the people I hire into leaders.

KEY ACHIEVEMENTS

340%+	lift in UX and digital experience profitability at New York Life after introducing gen AI tools and rebuilding team processes, with no added headcount.
1–2 days	from design to a production-ready prototype on the design system (Figma + MCP), down from 4–6 weeks to reach a live test.
3.7 → 1.7	compliance reviews per release after launching an AI pre-review against a compliance rules library. Humans still sign off.
23,000	people in the New York Life organization; I onboarded UserTesting and drive its adoption across every creative team in it.
94%	team retention across my last three roles: 16 hires, 9 promotions, 5 people grown into leaders, and a 75% increase in team engagement.

CORE COMPETENCIES

Design & Creative Org Leadership · UX Strategy & Vision · AI-Driven Transformation · Gen AI Workflows & Tooling · Design Systems · Design-to-Code Prototyping · User Research & Voice of Customer · Customer Journey Optimization · Brand & Marketing Experience · Regulated & Compliance-Ready Experience · Executive Partnership (CMO, CTO) · Operating Model & Process Design · Hiring & Talent Development · Data-Driven Prioritization

PROFESSIONAL EXPERIENCE

Vice President, UX & Creative | *New York Life* | 2019 – Present

Lead UX, creative, and digital experience for a Fortune 100 financial services and insurance company, across a portfolio of regulated products tied to a $200M+ annual sales ecosystem. Executive partners: CMO and CTO.

- Lead a lean, multidisciplinary team of 7 designers, strategists, and project managers, multiplied by AI-driven workflows, across concurrent enterprise programs; set the standards, review cadence, and delivery accountability.
- Drove a 340%+ lift in UX and digital experience profitability by bringing in generative AI tools and rebuilding team processes, raising throughput and quality without adding headcount.
- Built a design-to-code prototyping workflow (Figma, MCP, and our design system): prototypes are built in production code, so tests run on something that behaves exactly like the product. 4–6 weeks to a live test became 1–2 days to production-ready.
- Launched a compliance pre-review: a custom GPT checks copy against a compliance rules library, with a feedback loop, before legal sees it. Reviews per release fell from 3.7 to 1.7; humans still sign off.

- Combine AI, analytics, and voice-of-customer feedback with digital journey analysis to map customer needs, gaps, and optimizations, then coordinate fixes across Product, Technology, Compliance, and Operations.
- Onboarded, operate, and drive adoption of UserTesting across the entire 23,000-person organization, putting user feedback in the hands of every creative team.
- Established experience governance (shared standards, review gates, and a design system), giving partner teams one consistent customer-facing bar.
- Led UX and creative for CSW Lite, a streamlined onboarding experience that lifted registration completion to 96% (vs. 64% for standard registration) and grew total registrations 31%.
- Grew a mid-level individual contributor into a channel lead, and another into an organization-wide subject-matter expert on several processes and tools.

Founder & CEO | *SuiteGig, Inc.* | **2018 – 2021**

- Founded an AI-enabled SaaS company for project management and operational collaboration and led it from concept to acquisition, owning product strategy, customer research, pricing, and P&L.
- Led a cross-functional team of designers, developers, and product managers, with direct accountability for customer adoption, support experience, and retention.

Director of Digital | *Kobie Marketing* | **2018 – 2019**

- Integrated creative, UX, development, QA, and analytics into a single department, replacing handoffs between siloed functions with shared goals and one view of performance.
- Grew annual profit by $350K+ through digital strategy for enterprise loyalty and retention clients.

UX Development Manager | *Kobie Marketing* | **2015 – 2018**

- Built the UX practice behind a loyalty and retention platform used by major consumer brands; recruited, mentored, and promoted designers, developers, and project managers.
- Raised organizational fluency in design thinking and customer experience, moving prioritization from opinion toward research and behavioral data.

Interactive Development Manager | *Bisk Education* | **2013 – 2015**

- Led a 30-person organization across full-stack development, design, and digital production, including managers and team leads, in a high-volume, deadline-driven environment.

ADDITIONAL EXPERIENCE

UX Lead, Bisk Education (2011 – 2013) · Principal & Creative Director, RAmedia Consulting (2007 – 2022) · Creative Director, Catalog Solutions (2008 – 2009) · Senior Designer & Digital Marketing Manager, Construction Data Company (2005 – 2008) · Independent product work, consumer fintech (2024 – Present)

EDUCATION

- **Bachelor of Science, Graphic Design**, Florida Southern College, 2004
- **Master Certificate, Advanced Internet Marketing**, University of San Francisco, 2011
- **Master Certificate, Advanced Search Marketing**, University of San Francisco, 2012

CERTIFICATIONS

UX Certification, Nielsen Norman Group, 2018 · **Four Disciplines of Execution (4DX)**, 2016 · **Certified Web Professional, Web Developer**, 2012 · **Conversion Optimization Certificate**, Search Engine Strategies, 2010

WRITING

- **"Building a user-first culture"**, UX Collective, Apr 2019. uxdesign.cc/building-a-user-first-culture-374d7fae5f4
- **"When advertising actually works"**, Prototypr, Oct 2017. blog.prototypr.io/when-advertising-actually-works-4518aedddf10

AWARDS & COMMUNITY

- Four American Advertising (ADDY) Awards: Digital Creative Technology (2015), Collateral Material (2015), Interactive Website (2014), Print Advertising (2004)
- Habitat for Humanity, volunteer (2015 – 2020)