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Top Skills

Capital Markets UX
High-Frequency Trading Tools
Big Data Visualization

Languages

English (Native or Bilingual)
Polish (Native or Bilingual)
Russian (Professional Working)
Dutch (Limited Working)
German (Limited Working)
Czech (Professional Working)
Serbian (Limited Working)

Pawel Tulin

Hands-on AI-Driven Product Design Leader & Systems Thinker with
Proven Expertise in Fintech & Global Platforms
New York, New York, United States

Summary

Director-level UX & AI strategist with 15+ years shaping enterprise-grade experiences across fintech, global nonprofits, and AI platforms (ex-Fiserv, ADP, IBM Watson).

I design trustworthy human-AI systems — LLM-powered workflows, intelligent dashboards, autonomous reporting agents, and conversational interfaces — that turn complex data and ambiguous requirements into clear, scalable solutions. At Fiserv I reduced financial reporting cycles from days to minutes and cut design/engineering rework by 30–50%. At ADP I helped automate 80–90% of global support inquiries through Watson-based conversational UX. Today I partner with leadership teams to:

Elevate UX and AI maturity in large organizations
Orchestrate end-to-end service design and multi-year roadmaps
Build guardrails, transparency layers, and oversight flows that make AI reliable at enterprise scale
Align research, product, engineering, and executive stakeholders around measurable outcomes

My approach blends rigorous mixed-methods research, systems thinking, prompt engineering, and rapid prototyping (Figma, Miro, Axure) with a consistent track record of improving clarity, efficiency, and user trust in highly regulated or data-intensive environments. NYC-based. Actively exploring Director of AI UX, Head of UX, or Principal-level opportunities in fintech, enterprise SaaS, and mission-driven organizations — onsite NYC or hybrid preferred, remote considered.

Experience

DisruptiveExperience
Strategy Director

January 2025 - Present (1 year)

New York City Metropolitan Area

Delivered enterprise-grade UX and AI strategy engagements for global nonprofits and financial institutions while maintaining senior-level availability for full-time corporate leadership roles.

Led design and research for UNESCO's public-facing analytics platform, integrating 200+ international data sources into Tableau-powered interactive dashboards tracking aid efficiency across 150+ countries with a focus on child-welfare transparency.

Designed Jewish National Fund's (\$5B nonprofit) donor transparency and fundraising ecosystem, applying advanced data visualization, service design, and user-centered workflows to strengthen trust and conversion.

Advised United Nations agencies, Juilliard School, and select fintech clients on AI-enhanced UX, LLM-assisted research synthesis, and Lean transformation initiatives that improved operational efficiency and stakeholder alignment.

Facilitated executive workshops and cross-functional programs blending mixed-methods research, systems thinking, and rapid prototyping to translate ambiguous requirements into measurable outcomes.

Fiserv

Technical Advisor, UX and Service Strategist, Senior Product Designer, Researcher

July 2021 - December 2024 (3 years 6 months)

New York, New York, United States

Led UX strategy for AI-powered CFO Office (GPT-4 orchestration) automating regulatory financial reporting for SMB banks—collapsed generation from days to minutes, slashing outsourcing costs.

Designed adaptive dashboards with real-time visualization, drag-and-drop flows, and AI guardrails; prototyped in Figma for production handoff.

Collaborated on Snowflake migrations and agent frameworks with engineering/data teams, enabling instant insights across compliance workflows.

Pioneered LLM-assisted research synthesis and cross-functional workshops, accelerating discovery by 60% while building enterprise Design System for 30+ products.

ADP

Senior UX and Service Designer, Senior Product Designer, Researcher
August 2019 - June 2021 (1 year 11 months)

New York, New York, United States

Led global rollout of multilingual customer support chatbots (IBM Watson) for ADP's payroll platform, managing \$10M first-year budget and achieving ROI within months through 80% automation of inquiries, slashing live support by 80%.

Designed and prototyped conversational flows in Figma for mobile/web interfaces, enabling usability testing and iteration across languages to deliver faster resolutions for millions of users worldwide.

Mapped multi-language service touchpoints and user journeys in Miro, aligning cross-country design/research teams to streamline rollout and enhance global communication efficiency.

Conducted mixed-methods research to refine chatbot accuracy and consistency, elevating user satisfaction in high-volume HR workflows while recovering implementation costs rapidly.

G2A

UX Lead / Strategist

September 2016 - August 2019 (3 years)

Poland

Scaled global UX team from 9 to 21 members in one year by recruiting researchers and data scientists, enabling data-driven design for a marketplace serving 35M+ users across 180 countries.

Developed and maintained Figma component libraries to streamline handoffs between design, data science, and engineering, accelerating product iterations for platforms with 160+ payment systems.

Led UX strategy for ML-based recommendation engine and real-time A/B testing tool, boosting user engagement and conversion through personalized experiences and hypothesis-driven workshops in Miro.

Designed blockchain wallet and loyalty coin system with service design principles, enhancing transaction efficiency and customer retention; mentored team on global rollout processes to improve operational workflows.

Havas Worldwide Digital

Experience Director

July 2014 - December 2015 (1 year 6 months)

Greater New York City Area

Authored GSK's global responsive web guidelines after detailed user-analytics audit; delivered budget-sensitive conversion framework that was adopted enterprise-wide, generating millions in savings across the entire GSK digital ecosystem.

Designed and prototyped IBM Watson-powered tools and internal Bluemix platforms using IBM's Agile/Design Thinking flavor; created practical user-testing methodology later rolled out across all Watson and Havas client projects.

Led UX strategy for IBM Cloud initiatives, mapping complex service blueprints and facilitating cross-functional workshops to align global stakeholders on interaction patterns and rollout priorities.

Infusion (now Avanade)

Senior UX Designer / Project Lead

August 2013 - May 2014 (10 months)

New York, United States

Directed UX for Pearson's \$500M+ Common Core Standards platform in partnership with Apple; delivered responsive, education-focused system adopted nationwide across U.S. schools.

Led complete responsive redesign and SharePoint migration for HenrySchein.com intranet/extranet and MiddlesexCountyNJ.gov; integrated advanced search, document management, and third-party databases serving thousands of daily users.

Designed and localized MetLife China's benefits enrollment system in Mandarin, enabling seamless employee self-service and compliance for multinational operations.

Managed cross-continental teams translating complex business requirements into enterprise UI/UX for healthcare, government, and education clients; facilitated stakeholder reviews and iterative delivery cycles.

Pearson

Senior UX Designer – Common Core Standards Initiative

2014 - 2014 (less than a year)

New York, United States

Co-led UX design for the official Common Core Standards mobile solution in direct partnership with Apple; delivered responsive, teacher- and student-centered experiences adopted nationwide across U.S. public schools as part of a \$500M+ federal program.

Designed intuitive navigation, content hierarchies, and interactive learning tools optimized for iPad and web, enabling seamless alignment of curriculum standards for millions of educators and students.

Collaborated with Apple's education team and Pearson product leads to iterate prototypes and conduct cross-country usability testing, ensuring accessibility and pedagogical effectiveness at massive scale.

Aquent

Senior UX Designer & Researcher – Pharma & Finance Practice

2012 - 2012 (less than a year)

Delivered high-impact UX consulting engagements for Fortune-500 pharma and financial services clients, including discovery research, interaction design, and rapid prototyping in regulated environments.

Designed responsive patient portals, compliance dashboards, and internal financial workflows; translated complex stakeholder requirements into clear, usable interfaces that accelerated approval cycles and reduced downstream revisions.

Conducted mixed-methods user research (interviews, usability testing, analytics audits) across global teams, synthesizing findings into actionable insights that directly informed multi-million-dollar digital transformations.

HNW

Vice President User Experience

September 2010 - April 2011 (8 months)

New York City Metropolitan Area

As VP of UX, managed and grew the UX practice while partnering directly with C-level marketing, engineering, and business leadership on new-business pitches and company-wide design strategy.

Directed the complete digital overhaul of LordAbbett.com – one of the oldest and largest U.S. mutual fund companies – delivering a modern, investor-focused platform that became the firm's flagship online experience.

Authored and implemented the agency's pioneering Component Object Library: a hierarchical, reusable design + development system that slashed maintenance costs and enabled seamless future expansion across Lord Abbett's multi-billion-dollar ecosystem.

NYSE Euronext

Lead UX Designer – Trading Data Management Platform

March 2010 - September 2010 (7 months)

New York, United States

Led U.S.-side UX design and research for a secure management system used by NYSE high-frequency trading clients to access and query massive historical trading datasets powering AI model training.

Partnered daily with Euronext counterpart in Paris to align transatlantic requirements, define interaction patterns, and deliver a unified interface handling petabyte-scale data with sub-second response times.

Designed enterprise-grade dashboards, advanced search, and visualization tools that became the standard internal platform for algorithmic traders and quant teams across NYSE Euronext.

Rapp Collins Worldwide

UX Design Lead – GlaxoSmithKline Practice

2009 - 2010 (1 year)

New York, United States

Led UX design for large-scale behavioral support programs and social patient communities for GlaxoSmithKline, driving adherence and engagement across chronic-condition initiatives.

Partnered with clinical psychologists to create and scale the agency's first evidence-based content strategy framework – later adopted as standard practice for all pharmaceutical and healthcare clients.

Delivered responsive, patient-centered digital ecosystems that combined behavioral science triggers, personalized journeys, and community features to improve long-term health outcomes.

Cline Davis & Mann

Senior Information Architect

2009 - 2010 (1 year)

New York, United States

Designed information architecture and interaction flows for pharma sales-rep mobile apps and presentation platforms used by thousands of field representatives across multiple blockbuster drugs.

Created intuitive, tablet-first experiences that armed reps with real-time product data, objection handlers, and compliant messaging, dramatically improving close rates and physician engagement.

Architected reusable content structures and navigation systems that became the agency standard for all subsequent pharma sales-force tools and client websites.

Edelman

Vice President

September 2008 - July 2009 (11 months)

New York, United States

As VP of IA/UX, owned all global digital projects for Edelman worldwide; built and led the central UX/IA practice that transitioned traditional PR campaigns into scalable online solutions.

Created the digital architecture for the annual Edelman Trust Barometer – the industry-standard global sentiment measurement tool – designing custom news aggregators, real-time dashboards, and interactive data experiences used by Fortune 100 clients and governments.

Directed international teams to deliver high-visibility web platforms and data-driven tools across 60+ markets, establishing reusable IA frameworks that became the firm's blueprint for all future digital PR work.

College Board

Senior Information Architect

May 2008 - September 2008 (5 months)

New York, United States

Owned the information architecture for College Board's core digital portfolio – including SAT registration, AP platforms, and the pioneering digital PSAT/NMSQT – serving millions of U.S. students and educators annually.

Led the shift from paper to digital testing experiences; designed hierarchical content structures, navigation models, and responsive interfaces that became the backbone of collegeboard.org and all assessment tools.

Collaborated with product and engineering teams to build reusable IA frameworks and accessibility standards, supporting 20+ programs while handling massive traffic during national testing periods.

Draftfcb

Senior Information Architect

March 2008 - April 2008 (2 months)

New York City Metropolitan Area

Led digital strategy and UX design for integrated marketing campaigns, including Crane Co. (HVAC systems) TV-to-online extensions and responsive campaign websites for consumer and B2B clients.

Designed seamless cross-channel experiences blending broadcast creative with interactive microsites, landing pages, and early social features to extend campaign reach and measurability.

Collaborated with creative directors and media teams to translate traditional advertising concepts into user-centered digital executions that maintained brand voice while driving engagement and lead generation.

MRM World Group

UX Design Lead – Mastercard & Intel Practices

March 2004 - December 2007 (3 years 10 months)

New York, United States

Led end-to-end UX design for mastercard.com and priceless.com; partnered directly with Mastercard marketing and technology teams to deliver seamless, global-scale consumer experiences across web and emerging channels.

Designed intel.com flagship sections and pioneered experimental content personalization systems driven by user personas and real-time analytics, laying early groundwork for dynamic, audience-specific experiences.

Directed goarmy.com digital overhaul in close coordination with client stakeholders and external vendors; created intuitive recruitment journeys that blended rich media with high-conversion flows.

Interbrand

Vice President of Software Engineering & Digital Practice

January 1999 - March 2004 (5 years 3 months)

New York, New York, United States

Post-acquisition of BrandWizard, founded and scaled Interbrand's 100-person digital practice from the ground up; built and led multidisciplinary teams of designers and developers delivering C-level, long-term engagements for Fortune 100 clients including General Motors, Coca-Cola, AC Delco, Hoechst Marion Roussel, Miracle-Gro, Glad, and StarKist.

Directed the design and development of enterprise branding management portals and large-scale automated packaging systems, many with global rollouts and multi-year roadmaps.

Managed Interbrand's London office during international expansion phase; owned new-business development and established the firm's first reusable digital asset frameworks that became the standard for all subsequent brand platform projects.

BrandWizard

Vice President of Software Engineering

1999 - 2002 (3 years)

Greater New York City Area

Co-founded and led all product, design, and development for the world's first web-based brand-asset management platform; transformed a legacy client/server packaging automation tool into a comprehensive online system adopted by General Motors, General Electric, AT&T, Coca-Cola, Dell, Hewlett-Packard, Texaco, CDC, American Cancer Society, and dozens of other Fortune 100 and government clients.

Designed and coded the entire front-end architecture, scalable hosting model, zero-downtime maintenance procedures, and enterprise-grade security/backup infrastructure that supported thousands of concurrent users managing billions of dollars in brand assets.

Drove new-business development, marketing, and customer success; personally closed multi-year, seven-figure contracts with C-level executives at GM, GE, Coca-Cola, and others – directly fueling rapid growth and eventual eight-figure acquisition by Interbrand.

Education

University of Warsaw

MSc, Biomechanics and Aircraft Engineering · (1982 - 1986)

San Diego State University

Psychology and Philosophy · (1996 - 1998)

University of Wroclaw

BSc, Mechanical Engineering · (1980 - 1982)