

Jay Gunia

Product Designer/
Design Director

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SKILLS

Figma
Adobe Creative Suite
Design Systems
Product Design
Lean UX
User-centered-
Design Principles
Wireframing
Documentation
Prototyping
User Flows
Usability Testing
Agile Methodologies
SAFe Agile Framework
Strategic Thinking

CLIENT LIST

ABC
ABC News
ADP
Bed Bath & Beyond
Best Foods
Biotène
Bonefish Grill
Borgata Hotel
Carl's Jr.
Chase
Chevron
Citibank
ConEd
DICK'S Sporting Goods
DirecTV
Dove
ESPN
EY
Ferrari
FIOS
FiveThirtyEight
GMA
Hellmann's
HERSHEY'S
IBM
JPMorgan
Knorr
MetLife
Motorola
NBA League Pass
NISSAN
Novartis
Ponds
Publix
PwC
SAP
Slimfast
Syfy
TD Ameritrade
Tommy Hilfiger
UBS
V8
Valvoline
Verizon
Volvo

EDUCATION

MAY 2003 **VCU | Virginia Commonwealth University**
Bachelor of Fine Arts | Communication Arts & Design emphasis in Graphic Design
Program ranked 4th in the nation *US News & World Report '04 Rankings

JULY 2020 **Level Access** | Digital Accessibility Training

DEC 2020 **Coursera** | Human-Centered Design

JAN 2024 **Infosys** | Generative AI Landscape

EXPERIENCE

JUNE 2025 **WONGDOODY - New York (remote) | Design Director - (staff)**
OCT 2022
Clients - PwC // UBS // MyNISSAN

- Led strategy and implementation of enterprise-level design systems, delivering measurable UX improvements and business impact for Fortune 500 clients.
- Spearheaded PwC's "System of Systems" design system, integrating Salesforce Lightning and Appkit 4, reducing design inconsistencies by 40% and increasing user satisfaction by 25%.
- Developed and launched UBS's cross-platform design system, boosting user engagement by 35% and brand consistency by 20% across digital banking products.

SEPT 2022 **Havas Health & You - NYC (remote) | Lead Product Designer (staff)**
OCT 2021
Clients - Novartis // Sanofi // AstraZeneca // NewYork-Presbyterian

- Refined the "Monochromatic" design system, showcasing deep expertise in Design Systems and Product Design across a global pharmaceutical enterprise.
- Led a cross-functional team to implement Agile methodologies, improving team efficiency and accelerating project timelines by streamlining workflows.
- Enhanced design system adaptability by 30% and boosted accessibility compliance by 20%, measured via user feedback surveys, Google Analytics, Hotjar, and WCAG audits.

SEPT 2021 **VML - NYC (remote) | Experience Design Lead (contract)**
MARCH 2021
Clients - Novartis // Sanofi // AstraZeneca // NewYork-Presbyterian

- Led the development and implementation of Publix's design system, leveraging design tokens, reusable Figma components, and clear spec documentation in Figma and SharePoint to ensure design consistency and cross-team alignment.
- Conducted design system audits for ConEd and Orange & Rockland websites (coned.com, oru.com) within the SAFe Agile framework, improving usability and streamlining user journeys for two high-impact energy platforms.
- Delivered a 35% improvement in design consistency, 30% boost in team collaboration, and 15% reduction in development time, measured via Google Analytics, JIRA, Figma, and Hotjar.

FEB 2021 **The Walt Disney Company - NYC (remote) | Sr. Product Designer (contract)**
NOV 2019
Brands – ABC // Disney // ESPN // FX // National Geographic // Star Wars // The Oscars

- Led design efforts for Disney's cross-brand design system, "Prism," ensuring 95% adherence across platforms resulting in a unified and scalable design language.
- During the 2020 election, designed and implemented the live broadcast timestamp feature now seen across ABC News digital platforms, improving real-time information clarity and enhancing user trust during critical news coverage.

MORE EXPERIENCE

Sr. Experience / Visual Designer

Havas (Freelance)
Jun 2017 – Jul 2019 · NYC

Design Lead

Publicis Sapient (Freelance)
Jun 2016 – May 2017 · NYC

Sr. UI Designer

Edelman (Freelance)
Feb 2016 – Jun 2016 · NYC

Sr. Visual Designer

Havas (Freelance)
Sep 2015 – Feb 2016 · NYC

Senior Art Director

RAPP (Full-time)
Feb 2015 – Aug 2015 · NYC

Senior Art Director

VML (Freelance)
Sep 2014 – Feb 2015 · NYC