Josh Leavitt (347) 489-6388 www.joshleavitt.com josh@joshleavitt.com

User Experience leader who drives clarity, craft, and impact across the financial sector

Head of UX

PIMCO ($2T Asset Manager) | 2019 - Present

Led Design, Research, and Front-End Engineering for PIMCO's advisor and institutional platforms. Scaled the team from 1 to 10 and built a unified experience strategy across web, mobile, and enterprise channels. Partnered with marketing, sales, and tech to align brand, product, and business goals.

Business Wins

- Generated $300M in annual AUM by scaling a risk and analytics platform
- Cut operating costs 50% by leading a platform migration for PIMCO.com
- Boosted sales productivity 33.3% by deploying an AI-powered chat solution

Head of Design

AIG (Fortune 100 Insurance) | 2015 - 2019

Led a centralized design organization supporting core business units and M&A initiatives. Developed research plans, product roadmaps, and testable prototypes across annuities, life insurance, and travel insurance.

Business Wins

- Increased annuities platform NPS from 0 to 53 by integrating agent feedback
- Raised B2C travel insurance conversions 25% through a redesigned funnel
- Cut development time 2x by launching an enterprise design system

Art Director

Ogilvy (Top-Tier Advertising Agency) | 2012 - 2015

Pitched and sold branding, campaign, and digital work to Fortune 500 clients: American Express, BlackRock, and Citizens Bank.

Education

Roger Williams University

B.A. Graphic Design

Skills

Leadership

Team building, performance management, design ops, cross-functional alignment.

UX & Research

User journeys, personas, IA, wireframes, prototypes, usability testing, workshops.

Design Execution

Interaction design, visual design, design systems, prototyping, storytelling.

Domain Knowledge

Asset-management platforms, advisor and institutional workflows, data and analytics systems.

Tools

Design

Figma, Adobe Creative Cloud

Platforms & Systems

Storybook, Sitecore, Marketo, Power BI, GA4

AI-Enabled Workflows

GitHub Copilot, Visual Studio, OpenAI Codex, Figma Make