Jay Chopra

Jersey City, NJ | LinkedIn | 646-963-3016 | jc@techfin.llc

WORK EXPERIENCE

Dinosaur Financial Group / Dinosaur Merchant Bank Ltd. (Broker-Dealer)　　　　**New York City, NY**
Digital Experience Designer　　　　*June 2023 – Present*
- Led the development and launch of two websites for a global financial institution, incorporating best practices from leading financial organizations, enhancing the firm's online presence, increasing brand equity, and enabling the organization to communicate effectively with its global audience.
- Collaborated remotely with cross-functional teams located in New York, London, and Spain, gathered business requirements, and refined the design system, ensuring stakeholder buy-in for the refreshed web design, achieving seamless collaboration, meeting project milestones on schedule, and delivering high-quality websites that met the institution's global standards.
- Collaborated with the Compliance Officer to ensure all accessibility and compliance standards were met in the website design and content, guaranteeing the institution's adherence to industry regulations, minimizing legal risks and enabling the institution to maintain a strong reputation in the financial sector.

DCM Advisors (Asset Management)　　　　**New York City, NY**
Head of Digital Experiences　　　　*May 2021 – Present*
- Built new, fully responsive website from ground up, aggregating relevant fund data, creating 150+ live-updating data visualizations and quarterly reports, for 6 SMA Strategies and 3 Mutual Funds
- Employed No-Code tools to automate newsletters, social media, integrate CRM analytics with Gmail, and more, replacing two outsourced teams and saving over $27k in recurring annual expenses
- Performed data clean up across multiple 8000+ contact Email Lists, preparing CSVs for upload into CRM Software, enabling sales team to access relationship intelligence for clients and prospects
- Worked closely with four separate compliance firms, ensuring all marketing collateral and digital experiences adhered to regulatory requirements, resulting in 100% SEC-compliance approval.

Heckman Global (Investment Research)　　　　**New York City, NY**
Head of Digital Experiences　　　　*May 2021 - Present*
- Restructured monthly research publication distribution experience, saving over $4K in annual software expenses, reducing turnaround time to under 24 hours, adhering to compliance requirements.
- Web scraped 1000+ Portfolio Manager Research Prospects from Morningstar, enriching data with email addresses with API integrations, resulting in 10X new prospects
- Managed CRM on Google Contacts, designing and scheduling Soft Dollar Voting email campaigns to existing clients, resulting in 800% increase in voting exposure.
- Distributed LinkedIn Articles via Email across a 6-month period, closely tracking KPIs (impressions, click-through rate), across platforms, tripling the firms LinkedIn following through content distribution.

Netswitch.ai (Corporate Cards Startup)　　　　**Piscataway, NJ**
Product Designer　　　　*October 2022 – January 2023*
- Built scalable, modular, responsive design system, 30+ front-end components, and 8 dashboard pages in Webflow for corporate card management dashboard, exporting code (HTML, CSS, JS) for Angular devs to integrate with APIs
- Conducted 2-week competitive analysis of key players in fintech product category, referencing CBInsights Fintech Top 250, identifying unmet KYC and KYB regulatory requirements, providing a multi-step solution
- Managed product roadmap, bi-monthly deliverables, and rolling change-log on Notion, recording monthly prototype walkthroughs and progress updates on Loom, keeping Leadership informed throughout the project

No Fixed Addresses (Travel Startup)　　　　**Detroit, MI**
Product Manager　　　　*January 2019 - May 2019*
- Utilized digital collaboration tools like Zoom, FigJam, and Mmhmm to effectively manage the team and pivoted the founder's vision into a more scalable product, collaborating with a remote international team to address the travel industry's challenges during the COVID-19 pandemic, creating a platform promoting local hostel experiences to support small business owners

- Conducted extensive market research, identifying challenges faced by hostel owners, developing user personas and scenarios, creating a user-friendly platform that met the unique needs of both hostel owners and event attendees
- Developed a product strategy that included a travel blog built on Webflow CMS and an event-hosting platform for hostels to engage local audiences, delivering a solution that empowered hostels to pivot their offerings, adapt to the travel lulls, and engage with local communities, contributing to their survival during the pandemic.

Morning (Chrome Extension) **Detroit, MI**
Product Designer *January 2019 - May 2019*
- Created the 'Morning' browser extension to encourage users to build healthier habits by locking their internet browsers for short intervals, addressing excessive screen time experienced during the COVID-19 pandemic, and improving user well-being by promoting healthy habits.
- Conducted extensive user surveys and competitive analysis, identifying key features for a successful product, prioritizing features that were both impactful and feasible to implement, successfully launching an MVP
- Embraced Agile Development principles to launch a minimum viable product quickly and incorporated user feedback for continuous improvement, successfully navigated the challenges of remote teamwork, contributing to a product that addressed the unique needs of users during the pandemic.

Detroit Denim Co. **Detroit, MI**
UX Researcher & Designer *January 2019 - May 2019*
- Surveyed clientele of a boutique fashion brand through stakeholder interviews, presenting key insights to co-founders as the business launched a new product
- Thoroughly researched various factory operation models, recommending optimal manufacturing processes, and developing a feasible mass-production model for customizable denim pants
- Designed and iterated upon an end-to-end user flow, resulting in a more intuitive purchasing experience for customers

Pet Supplies Plus **Detroit, MI**
UX Researcher & Designer *May 2018 - June 2018*
- Empathized with stakeholders at various levels, from seasonal team members at individual stores to the C-suite in the corporate headquarters, defining key pain points, which our team addressed with a three-step experience redesign
- Applied Design Thinking and Positive Organizational Scholarship to investigate the implementation of a nation-wide employee eLearning initiative, gathering and documenting various primary and secondary research through personal interviews and photographs
- Conducted an hour-long boardroom conference for executives, presenting research and recommendations through a series of videos, demonstrations, and dialogues, outlining crucial areas for improvement in their training program, getting their buy-in for our UX Strategy

Spark Electric Racing **Detroit, MI**
Creative Director *January 2016 - March 2018*
- Designed and maintained sponsorship marketing materials, acquiring over $28,000 in funding from Engineering Firms, Automotive Companies, and the College of Engineering, enabling our team to acquire key mechanical and electrical components for our electric motorcycle.
- Created a contemporary design system and brand guidelines, developing a logo and fresh team apparel unifying Spark's brand, resulting in our team being featured in the Detroit Auto Show
- Collaborated with creative talents to capture the Spark team experience in a video featured on Michigan's official Instagram (@uofmichigan - 288k+ followers), solidifying our teams online presence for sponsors, and attracting new student members, expanding our organizational structure with more diverse talent

Lebenthal Asset Management **Detroit, MI**
Graphic Designer *May 2016 - August 2016*
- Designed and developed bespoke internal products for financial information analysis, optimizing investment research processes
- Refreshed investor-facing presentations and tear sheets for multiple portfolio managers, making financial insights more observable

- Adopted standard design systems (fonts, colors, layouts), simplifying complexity in disorganized products, making them more intuitive and usable

COMMUNITY EXPERIENCE

No-Code New York Meetup Group   **New York City, NY**
Contributing Member   *April 2022 – Present*
- Created landing page for the No-Code New York Meetup group, promoting the community to other no-coders

Webflow Conf: New York 2023   **New York City, NY**
Attendee   *Oct 2023*
- Attended Webflow's annual conference, learning from and networking with top tier Web Design talent

Flutterflow Developer Conf: New York 2023   **New York City, NY**
Attendee   *Oct 2023*
- Attended Flutterflow's first ever developer conference, learning from and networking with top tier talent

EDUCATION

University of Michigan — Ross School of Business, Stamps School of Art & Design   **Ann Arbor, MI**
Bachelor of Business Administration, Minor in Art & Design (GPA: 3.2)   *Graduation Date: May 2019*
- Head of Marketing at Spark: Electric Racing, Part-time DJ at Bars & Clubs

TOOLS

Tools: Google Workspace (Sheets, Docs, Slides), Microsoft Office (Excel, Word, PowerPoint), Figma, Webflow, Flutterflow, Zapier, Typeform, Calendly, Bubble.io, Adobe XD, Adobe Photoshop, Adobe Illustrator, Adobe Indesign, Ableton Live 11, Final Cut Pro X

SKILLS & INTERESTS

Skills: No-Code/Low-Code, Experience Design, Product Management, Digital Strategy, Defining Success Metrics, Product Roadmapping, Design Thinking, Stakeholder Interviews, Competitive Analysis, Personas, Data Visualization, Pitch Decks, Public Speaking, Information Architecture, Process Automation, Interactive Prototyping, Design Systems, Developer Relationships, Agile

Interests: Member of No-Code New York, Frequent attendee of No-Code & Tech Conferences