Eric Eng
Experience Director

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Design and Experience Leader with 15+ years leading enterprise-scale product, UX, and experience design across AI, Financial Services, Healthcare, Retail, and Telecom. Proven track record building and scaling multidisciplinary teams, defining experience vision, and delivering AI-powered digital products that drive measurable business outcomes. Expert in design leadership, experience strategy, design systems, design operations, and executive stakeholder partnership across B2B and B2C platforms.

Associate Experience Director — Publicis Sapient, New York NY
Oct 2025 – Present

· Assocaite experience director leading AI-powered experience design initiatives across various industries, delivering enterprise-scale digital products and supporting new business initiatives.

Creative Director — Freelance, New York NY
Dec 2024 – Oct 2025

· Provided experience design consulting for AI-driven digital products, including Gyroscope AI.

Associate Experience Director — Publicis Sapient, New York NY
Mar 2021 – Dec 2024

· Led and scaled cross-functional teams of experience designers, strategists, content and user researchers (10–20+) delivering enterprise B2B and B2C platforms from ideation through launch.
· Defined experience strategy and design frameworks for AI-powered products integrating Generative AI and predictive analytics across Financial Services, Telecom, Retail, and Healthcare.
· Acted as senior design partner to client executives, influencing client product roadmaps and supported new business growth within accounts.

VP, Experience Design Lead — JPMorgan Chase, New York NY
Mar 2017 – Mar 2021

Design Innovation Team (2019 – 2021)

· Owned end-to-end experience strategy for Chase Travel℠ and Chase Dining within the Chase Mobile app.
· Led UX teams delivering experience design, strategy, and launch, contributing to ~15% annual growth and ~$4.5B in incremental travel bookings since 2021.
· Partnered with product, technology, and business executives to define long-term experience vision and platform evolution for Ultimate Rewards loyalty program.

Digital Payments Team & Practice Lead (2017 – 2019)

· Managed UX teams that launched Zelle® and Real-Time Payments integrations and redesigned Bill Pay and Transfers, unifying payments UX across digital channels, enabling cost savings, platform consolidation, and reduced operational costs.
· Led a six-month off-site incubator program with Pivotal Labs, launching Bill Pay Merchant Search and training 450 Payments team members as Design Practice Lead.
· Contributed to the Digital Customer Experience design playbook and enterprise design standards.

Design Team Lead — IBM, New York NY
Nov 2015 – Jan 2017

· Led multidisciplinary design teams developing enterprise Watson AI products for IBM Watson Health, including Clinical Trial Matching and Watson Oncology.
· Directed experience strategy for Oncology and Life Sciences R&D, translating complex AI-driven insights into scalable, clinician-facing and pharma drug development tools.
· Influenced IBM Watson design practices by defining reusable experience patterns for AI-driven healthcare products; supported Watson rebrand and IBM Design practice initiatives.

MA, Graphic Design — London College of Communication, London UK

BFA, Graphic Design — Maine College of Art & Design, Portland ME