Shawn Roling

Design leader bringing clarity to complex, ambiguous environments. Bridging strategy and hands-on execution to drive results across product, brand, and experience.

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Executive Director and design leader with 15+ years across enterprise fintech, blockchain, and consumer digital. Lead design end-to-end across a market-leading blockchain platform, pairing hands-on craft with team leadership and executive-level strategy in highly regulated environments.

EXPERIENCE

J.P. Morgan New York, NY | Aug 2015 – Present

Executive Director, Experience Design — Kinexys 2026 – Present

- Lead design across 9+ products and the Kinexys platform experience, partnering directly with heads of product to set strategy and resolve ambiguity — while mentoring designers and staying hands-on in the highest-stakes work.
- Champion the experience behind Kinexys Digital Payments, driving a 200% YTD increase in transaction volume and a 300% increase in programmable payment instructions, and helping cut settlement from 3–5 days to near-instantaneous.
- Operate with Operating Committee (OC-1/OC-2) visibility on a platform that has processed over $7T in notional value, grown payment transactions 10x year-over-year, and now serves clients across five continents.
- Led design of published thought leaderships generating 145M+ combined impressions., key example is a strategic proof of concept with a Fortune 50 energy-sector client. Facilitated five client workshops to deliver a technical solution and industry article that produced 500K first-week impressions, four qualified client inquiries, and invitations to exclusive JPM Payments client events.

Vice President, Product Design — Kinexys 2022 – 2026

- Founding member of the Onyx/Kinexys design team, building the design practice from the ground up for an emerging blockchain venture inside a 300,000-person institution by helping define team structure, design processes and standards, and stakeholder relationships.
- Established and scaled the design system across multiple platforms and 11 applications, creating a shared language between design and engineering that accelerated delivery and enforced consistency across business units.
- Led the design workstream for the rebrand from Onyx to Kinexys, aligning product, engineering, and executive stakeholders to define a unified approach to deliver on deadline across all products, experiences, and client-facing materials.

Senior UX Designer — Commercial Investment Bank / Asset & Wealth Management 2015 – 2022

- Delivered products across multiple lines of business, including a mobile trading application, internal trade booking and order management tools, and modernized platforms for client interactions and revenue.
- Facilitated client workshops and user research to define requirements and shape intuitive solutions.

Cupcake Digital Inc. — Design Director New York, NY | 2013 – 2015

- Led product design for a library of 85 mobile applications for leading children's media brands, including 14 award-winning titles and seven #1 apps in Apple's App Store.

- Directed creative for 60+ integrated campaigns and led the expansion of the company site into a consumer-facing e-commerce platform with an in-app promotions marketplace resulting in an increase app downloads by 32%

EastWest Marketing — Art Director New York, NY | 2010 – 2013

- Produced print, digital, and in-store creative for national clients including Lysol, Oreo, and Ritz.

Pinckney Hugo Group — Assistant Art Director Syracuse, NY | 2008 – 2010

- Delivered national campaigns, corporate branding, and retail work for a full-service agency.

SPEAKING & THOUGHT LEADERSHIP

- Featured speaker on panel, "Leaders in Product: Trusted Innovation in Enterprise at the Speed of Fintech," at BrainStation New York, 2026.
- Co-presenter, Design Facilitation to Combat Financial Fraud, TechCircus Fintech Design Summit, New York, presented to 100+ audience of senior product and design professionals in the financial services and fintech.
- Co-authored and presented at the J. P. Morgan design forums: CIB Design Summit (900+ attendees); led sessions at the NY Power Up and Tech for Social Good conferences.
- Co-led the PXD Expeditions "train the trainer" program, upskilling 70+ designers at an 83% approval rating.

SKILLS

Expertise: Product Design • Design Strategy • Design Systems • Interaction Design • Data Visualization • User Research • Facilitation • Team Leadership • Workshop Design • Stakeholder Alignment • Design Operations

Software: Figma • Claude Code • VS Code • Adobe Creative Suite • Microsoft Office

EDUCATION

Buena Vista University — B.A., Communication & Graphic Design Storm Lake, IA | 2007