

Jayshree Kanwar

Design Leader | AI & Enterprise UX

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SUMMARY

Design Leader with 15+ years across healthcare, financial services, and enterprise platforms. Currently UX Strategy Lead at Vanguard, driving experience strategy for personal investor onboarding and recognized as the team's AI Champion for embedding AI into design practice. Previously scaled the UX function at Independence Blue Cross from 4 to 12, led a \$100M digital modernization, and founded the organization's first AI-integrated design practice.

SKILLS

Design Leadership | Team Building & Mentorship | Design Org Strategy | UX & Experience Strategy | AI-Integrated Design Practice | Conversational and AI Interaction Design | Design Systems & Operations | User Research Strategy | Cross-Functional Executive Alignment | Healthcare & Financial Services | Accessibility Governance (WCAG 2.1 AA) | Figma, Miro, Adobe Suite

EXPERIENCE

VANGUARD | UX Strategy Lead | March 2026 - Present (Contract)

Driving experience strategy across personal investor onboarding and servicing, partnering with product, engineering, marketing, legal, and operations leadership.

- Directed UX for the personal investor onboarding journey, creating a shared design pattern across 4 sub-journeys and their use cases to align teams with competing requirements and timelines. Partnered with Legal and Compliance to meet FINRA requirements, including the transfer-of-assets flow for Vanguard's federal Trump Account launch.
- Drove discovery and product vision that shaped the Account Valuation Tool roadmap into phased MVP and follow-on releases, pushing for stronger user research to ground the direction. Methodology now applied across other servicing tools.
- Recognized as AI Champion in a 400-person UX organization and part of the lead squad for its GenAI community of practice, setting direction and running sessions on AI adoption. Brought product, scrum, and engineering partners together to apply AI to backlog creation and align teams around a shared product experience..

INDEPENDENCE BLUE CROSS | Product Design Leader | March 2023 - January 2026

Led UX strategy and organizational growth for a regional health insurer serving millions of members during a multi-year, \$100M digital modernization focused on increasing self-service adoption, improving operational efficiency, and strengthening member trust. Partnered closely with executive leadership to position design as a strategic lever across consumer, agent, and enterprise platforms in a highly regulated healthcare environment.

- Built and led a UX function of 12 (product designers, researchers, content and service designers, including three leads) supporting a \$100M Digital Front Door modernization across 20+ applications and stakeholder groups including members, clients, brokers, providers, nurses, and call center agents. Partnered with product, engineering, and business leadership, grew the function from execution partner to strategic voice, and established design system governance across multiple existing systems to drive consistency and shared standards across applications.
- Founded IBX's first AI-integrated design practice. Built the business case for \$120K annual savings, ran a pilot achieving 70% faster prototyping and 40% fewer post-launch fixes, and presented at the CIO town hall to secure organizational adoption.
- Directed UX research and experience strategy for IBX's GenAI customer service tool, redirecting the design from member portal patterns to a purpose-built agent interface. Partnered with ML engineers on conversational design standards balancing automation with trust and empathy. Outcome: 90% representative satisfaction and \$450K in projected savings.

- Led the UX team through a mobile app overhaul addressing a 2.3-star rating crisis, setting research strategy using VOC insights from Medallia and Quantum Metric to prioritize features serving 80% of daily user needs. Reframed how the team thought about turnaround work, with results (2.3 to 4.2 stars) that secured high-profile client acquisition.

U.S. BANK | Manager, User Experience | May 2022 - March 2023

Led UX design and research for regulated banking platforms at a top-five U.S. financial institution, supporting small business credit decisioning, expense analytics, payments, and servicing. Led a cross-functional team of 7, including three squad leads with a UI designer and content strategist shared across squads, in a highly matrixed organization.

- Introduced customer journey design methodology that uncovered system gaps in the Business Altitude Power card application, reducing approval time from 20 days to 2 days and generating \$1.2M in operational savings.

- Shaped design strategy for a cash flow forecasting tool that evolved into U.S. Bank's all-in-one Bill Pay platform, addressing the top pain point cited by 75% of small business users.

- Partnered with Product, Engineering, Risk, Legal, and Accessibility leadership on shared experience outcomes, and established accessibility governance achieving WCAG 2.1 AA compliance across business banking platforms.

COMCAST BUSINESS | Manager, User Experience | July 2019 - May 2022

Directed UX strategy for self-service platforms serving distributed commercial customers. Led a cross-functional team of 6 with three squad leads, including embedded Associate Creative Directors from Publicis Sapient, managing budgets and delivery.

- Defined 3-year product vision for Customer Hub, a unified self-service platform consolidating fragmented tools. Aligned marketing, product, and operations leadership on the roadmap through journey mapping and executive design reviews.

- Drove UX redesign of Comcast Business App, integrating account management with voice calling features. Increased unique users 30% YoY, bill pay 20% YoY, and Auto Pay enrollment 150% YoY.

- Directed UX strategy for Stevie Award-winning Franchise View, pioneering a hierarchical portal enabling franchise owner access without compromising corporate security. Eliminated operational bottlenecks and drove a 12% satisfaction increase.

Lead UX Designer | January 2018 - July 2019

- Co-founded Comcast Business's first design system using atomic design methodology, establishing component libraries and design tokens that evolved into global standards used across multiple applications today.

- Delivered high-stakes Black Friday campaign landing pages and promotional banners for ecommerce platform, achieving 18% CTR increase and supporting maximum revenue generation during peak sales period.

EARLY CAREER

Senior UX/UI Designer and Creative Consultant | 2007 - 2018

Founded and operated freelance design studio; agency and e-commerce design work for May Media Group, V Group, and others.

AWARDS

Stevie Award for Achievement in User Experience - Comcast Business

EDUCATION

MS in Computer Science(2006) | BS in Computer Science(2004) - Guru Nanak Dev University, India

CERTIFICATIONS

AI Micro-Certification (Product School 2024) | Information Architecture (Nielsen Norman Group 2019)

Human-Centered Design (IDEO 2016)