

GREG DILLEY

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Executive UX & Product Design Leader | AI-Native Workflow Strategy & Enterprise Scaling
Open to Full-Time VP / Director / Head of UX Roles

SUMMARY

Strategic design leader who drives KPIs, EBITDA, and operational efficiency through UX precision — backed by 10+ years leading and scaling design organizations within a 20+ year UX career architecting industry-leading platforms in **FinTech** and **PropTech**. I leverage **Generative AI** to transform complex operational workflows into intuitive product experiences, with measurable impact on conversion, retention, and **velocity**.

EXPERIENCE

iCapital

Head of UX, Managing Director

10/2021 – 05/2026

4 years - NYC

Defined the product strategy and roadmap for a platform enabling **\$500M in revenue**, ensuring design efforts directly tracked against business KPIs and institutional growth goals. Architected the end-to-end alternative investment lifecycle for a complex ecosystem of institutional and retail users.

- Established a comprehensive user engagement framework within the first 30 days, capturing **15k+ insights across 106 projects**. This initiative directly informed the product roadmap, exceeding the expectations of Tier-1 global bank clients and fostering company-wide empathy.
- Led the integration of **Generative AI and Machine Learning** into the product suite to automate complex financial workflows, reducing operational risk and increasing user efficiency.
- Orchestrated an **atomic-driven design system** from the ground up, significantly increasing development velocity and ensuring brand consistency across a rapidly scaling global platform.
- Designed and launched two global UX-led measurement programs. By tracking usability metrics against product performance, successfully aligned design strategy with core business KPIs and institutional growth goals.
- Recruited and mentored a diverse, international team of designers and researchers. Established performance metrics and a culture of continuous improvement, aligning design efforts with Product and Engineering leadership.

Realogy (Anywhere)

Director of UX

09/2018 - 09/2021

3 years - NJ

Established UX as a core strategic discipline, steering product discovery and roadmap execution across **15+ products** to drive brand cohesion and cross-platform efficiency.

- Scaled the design organization from a 2-person team to a **30+ person multi-disciplinary department** of designers and researchers. Optimized resource allocation and managed budgets while maintaining high-velocity output.
- Launched **"UX Talks,"** a high-level executive series designed to educate senior leadership on the ROI of design-led product roadmaps during a total digital transformation.
- Architected and executed a **live usability testing event** at the Global Sales Conference, gathering real-time data from hundreds of agents. Synthesized findings to pivot the product roadmap toward high-value agent workflows.
- Architected a **mobile-first product ecosystem**, synthesizing real-time usability data into high-value product pivots that enabled agents to manage complex real estate transactions.

INDEPENDENT CONSULTANT

White Matter UX

05/2026 - current

Founder & Principal

NJ

Partners with founders and product leaders to solve scaling bottlenecks through fractional executive advisory, talent vetting, and full-spectrum UX architecture. Grounded in 10+ years leading and scaling design organizations within a 20-year UX career.

StreamSync - AI-Augmented Mobile Product

05/2026

Designed and shipped a mobile app solving "what to watch and where" in four weeks, using a human-in-the-loop, AI-native development workflow. Live on the App and Play Store.

Horizon BCBS

03/2018 - 09/2018

Manager, UX

NJ

Led 7-8 UX designers and architects on the Horizon Digital Member Portal, implementing a UCD-focused Agile process. Weekly design demos drove stakeholder approval and established a new UX process for the Digital Development team.

AIG

06/2017 – 03/2018

Lead UX

NYC

Hand-picked for a 90-day innovation unit, proposing a voice-experience solution presented at CES 2018. Led the Agile redesign of AIG's annuities website — running weekly stakeholder demos, executive presentations, and ideation workshops to drive consensus.

Verizon

07/2016 – 05/2017

Sr. UX Strategist, Manager

NJ

Promoted design thinking across product experiences, fostering innovation in strategy, user testing, and market analysis. Collaborated directly with a prominent athlete and entrepreneur to realize a successful product partnership with Verizon.

PAST EXPERIENCE

Wiley

Manager, UX | Hoboken, NJ. 02/2010 – 05/2016

TD Ameritrade

Sr. Interaction Designer | Jersey City, NJ 03/2007 – 01/2010

ADP

Sr. Usability Engineer | Roseland, NJ 01/2005 - 02/2007

TEACHING

NYU | Instructor | NYC | Fall 2015 - *Exploring User Interface Design*

EDUCATION AND CERTIFICATIONS

University of Scranton, B.S. Liberal Studies, 1997 | Fine Arts, Elementary Education, Behavioral Science

Multipliers – How to Extract the Best Performance from your Teams, iLearn 2023

Presentation Skill for Leaders, LifeHikes 2023

Leading the Way with Thayer, Thayer Leadership - West Point - 2022

Accessibility for Web Design, LinkedIn 2018

Human Factors International, CUA 2006

SKILLS

Strategic Leadership

- Executive Communication & Collaboration
- Team Mentorship & Growth (Scaled 2 to 30+)
- UX Strategy & Vision
- Design Thinking & Stakeholder Alignment
- Emotional Intelligence (EQ) & Empathy
- Change Management & Digital Transformation

Product & AI Strategy

- Generative AI Integration & LLM UX
- AI-Augmented Design Workflows
- Design System Architecture (Atomic Design)
- Information Architecture & Complex Flow Diagrams
- User Research & Usability Measurement (ROI Tracking)
- Business Need Analysis & Strategic Roadmapping

Design Operations & Tools

- **Tools:** Framer, Claude, Gemini, VS Code, GitHub, Figma Make, Antigravity
- **Agile & Project Management:** Jira, Monday, Agile/Lean UX
- **Methodologies:** Heuristic Review, User Interviews, Brainstorm Moderation, Maze

VOLUNTEERING AND MENTORSHIP

Mentor, ADPList 2024-current

Mentor, NYC UXPA 2017-2018

NYC UXPA | Presenter | NYC | 8/23/2016 *"Ready, Set, Design" UX Design Studio Workshop*

President, Caldwell-West Caldwell Soccer Club 2018-2021

Co-Founder and President, Cedar Grove Soccer Club 2016-2017

Co-Founder and President, Discover Cedar Grove 2015-2016

Founder/Organizer, Co-ed Adult Soccer Meetup 2006-2015

INTERESTS

Watching, playing and coaching soccer. Skiing, hiking, swimming, woodworking and gardening.