# Josh Leavitt

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# Design leader who drives clarity, craft, and impact across the financial sector

## Head of UX

### PIMCO ($2T Asset Manager) - 2019-Present

Led Design, Research, and Front-End Engineering for PIMCO's advisor and institutional platforms. Scaled the team from 1 to 20 and built a unified experience strategy across web, mobile, and enterprise channels. Partnered with marketing, sales, and tech to align brand, product, and business goals.

### Business Wins

- Generated $300M in annual AUM by building a risk and analytics platform
- Cut PIMCO.com operation costs 50% YoY through a global platform migration
- Increased sales productivity 2x by launching an enterprise LLM solution

## Head of Design

### AIG (Fortune 100 Insurance) - 2015-2019

Led a centralized design organization supporting core business units and M&A initiatives. Developed research plans, product roadmaps, and testable prototypes across annuities, life insurance, and travel insurance.

### Business Wins

- Increased annuities platform NPS from 0 to 53 by integrating agent feedback
- Raised B2C travel insurance conversions 25% through a redesigned funnel
- Cut development time 2x by launching an enterprise design system

## Art Director

### Ogilvy (Top Tier Advertising Agency) - 2012-2015

Pitched and sold branding, campaign, and digital work to Fortune 500 clients: American Express, BlackRock, and Citizens Bank.

## Education

### Roger Williams University

B.A. Graphic Design

## Skills

### Design Leadership

Team building, performance management, design ops, cross-functional alignment.

### UX & Research

User journeys, personas, IA, wireframes, prototypes, usability testing, workshops.

### Design Execution

Interaction design, visual design, design systems, prototyping, storytelling.

### Domain Knowledge

Asset-management platforms, advisor and institutional workflows, data and analytics systems.

## Tools

### Design

Figma, Adobe Creative Cloud

### Platforms & Systems

Storybook, Sitecore, Marketo, Power BI, GA4

### AI-Enabled Workflows

GitHub Copilot, Visual Studio, OpenAI Codex, Figma Make