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## User Experience & Product Design Executive

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Experienced leader with over 20 years in UX, product design, and strategy.  
Strong background in leading cross-functional teams to deliver data-driven solutions.  
Distinct expertise in aligning business goals with customer-focused digital experiences.

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## Professional Experience

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### Executive Director, Product Design | JPMorgan Chase

New York, NY | 2021 – Present

Lead a product design team for the Mass Affluent cardholder experience. Drive initiatives from strategy to delivery, improving processes and customer experiences. Work closely with product, tech, and analytics teams to deliver impactful, data-driven experiences.

- Successfully delivered the **Freedom Rise Graduation experience**, enabling new-to-credit customers to upgrade to Freedom Unlimited after one year of responsible credit building.
- Led the design strategy for targeted **credit card upgrade campaigns** and innovative methods for customers to prove their ability to pay via linked external accounts or internal deposit funding.
- Streamlined data request processes, increasing visibility across product and design teams while reducing duplicative requests for analytics, improving efficiency and collaboration.
- Increased team size by 500% in a year, with a 90% retention rate after 18 months.
- Reduced product delivery time by 50% through optimized legal and product approval processes.

### Head of Content Design & Strategy | Mastercard Worldwide

New York, NY | 2017 – 2021

Directed the creation of innovative, secure digital content experiences across global platforms. Partnered with internal teams and external agencies to ensure seamless, localized content delivery that met stringent regulatory standards.

- Built Mastercard's first content design team from scratch and grew the team to 6 people over 3 years.
- Led the design and global implementation of Click to Pay, a groundbreaking checkout solution used by millions worldwide.
- Established global product strategy guidelines that drove consistency across experiences from marketing to sales to customer support..

### Director of Brand Experience & Strategy | K Street Partners

New York, NY | 2015 – 2017

- Ran all strategy and experience projects, including brand, content, contact and communication strategies for clients like BBVA and Bancolombia.
- Developed and implemented a vision for building personalized digital strategies driven by segment-specific taxonomy for Salesforce's AEM platform.
- Worked closely with analytics and insights to put Worked closely with creative to ensure that brand activation was consistent and compelling, and that brand guidelines are clear and easy to understand.

### Core Competencies

- Experience (UX) design and strategy
- End-to-end product delivery
- Leadership and team development
- Cross-functional collaboration
- Stakeholder management
- Design thinking and innovation
- Research-driven decision making

### Technical Skills

Figma | MS Office | JIRA |  
Confluence | Qualtrics | Acrolinx |  
SharePoint SurveyMonkey |  
UserZoom

### Certifications & Awards

- Certified Product Owner | Scrum Alliance
- Patent Owner (Digital Design Application for Content Delivery)
- Winner, Core 77 Professional Notable for Social Impact (UNICEF Emergency Response Simulation Game)

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## Professional Experience

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### Director of Content Strategy | VSA Partners

New York, NY | 2013 – 2015

- Oversaw VSA's digital content practice, including hiring, allocating resources, reaching out to new clients, and providing thought leadership.
- Directed two content creation teams as Certified Scrum Product Owner in Chicago and London in support of IBM's important industry campaign managers.
- Assembled permanent local team and served as interim product owner for IBM's Tokyo Design Studio.

### Associate Creative Director, Content | frog design

New York, NY | 2011 – 2012

- Devised editorial schedule and social media/distribution plan for GE's ecomagination.com's relaunch. Created variety of quick films and live webcasts for ecomagination.com website.
- Built a core editorial team and rotating staff of influencers in the science, energy and green spaces.
- Led first paper prototype of UNICEF Emergency Response Simulation Game, Winner of the Core 77 Professional Notable for Social Impact.

### Senior Creative Writer | Interbrand

New York, NY | 2007 – 2011

- Delivered writing solutions for all client communication tools, including positioning statements, brand strategy, brand concepts, brand stories, brand names, communications toolkits, taglines, and copy by collaborating across functional boundaries.
- Organized and led seminars for training client corporate communications teams, agency partners, and HR personnel in person and online.
- Guided and monitored copy on all projects to manage and edit work of 7-10 junior team members as client lead.

### Additional Experience

#### Associate Director of Content Strategy | Havas Worldwide |

New York, NY

#### Senior Copywriter & Creative Consultant | Girl Scouts of the USA HQ |

New York, NY

#### Copywriter | Shaw Marketing Group |

New York, NY

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## Education and Thought Leadership

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### Education

#### Master of Fine Arts | The New School

New York, NY

#### Bachelor of Arts | University of Missouri

Columbia, MO

### Publications

- [Every Experience is a Content Experience: Interview with Melinda Belcher on Writer.com](#)
- [Content Design Drives Great Customer Experience at Mastercard, Boye & Company](#)
- [Growing beyond a team of one, UX Collective on Medium](#)
- [Five Reasons to Work in Your Pajamas, LinkedIn](#)

### Speaking Engagements

- [“Melinda Belcher: Inspirational Design Leadership”, Content Strategy Insights \(podcast\)](#)
- [Leadership Tips from a MOM \(Manager of Managers\), Lead with Tempo 2023 \(video\)](#)
- [Leadership: How We Got There \(panel host\), Confab 2022 \(video\)](#)
- [Bridging the Gap: Making the Most of the Difference Between Agency and Enterprise, Enterprise Experience 2020 \(video\)](#)
- [Content Design at Mastercard with Melinda Belcher, Boye & Company 2020 \(video\)](#)
- [Optimizing Technical Content for Translation, Lavacon 2018 \(slides\)](#)
- [Stop, Listen, and Collaborate: Creating an Experience-first Content Strategy, Lavacon 2017 \(video\)](#)
- [Content Strategy for UX Designers, General Assembly guest lecture \(slides\)](#)
- [Global Content Strategy: Don't Get Lost in Translation, Content Strategy Alliance 2014 \(slides\)](#)