**LORI MOGOL**

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**SUMMARY**

* User Experience and Product Design and information architecture for responsive web applications
* Design and development of business to business, corporate, consumer, and internal applications
* Effective communication skills with clients, users, technology, and multidisciplinary teams

**EXPERIENCE**

**Charles Schwab**,Advisor Technology Solutions

* Senior User Experience Designer (10/20-2/24)

**TD Ameritrade** (acquired by Charles Schwab), Institutional Technology Solutions

* Senior User Experience Designer (11/17-10/20), Jersey City, NJ
* User Experience Lead (3/13-10/17)

Key Accomplishments:

* Designed user experience for [iRebal](https://advisorservices.schwab.com/irebal)®, an award-winning rebalancing application for financial advisors
* Won multiple performance awards for departmental excellence and colleague commendations
* Built successful relationships across product and technology teams

Collaborated with senior executives and key business stakeholders to design concepts and experiences that align with client needs and increase profitability for [institutional brokerage applications](http://www.tdainstitutional.com/):

* Participated in product design process to analyze user needs, business goals, and technical feasibility
* Applied user research activities, including user interviews, surveys, participatory design sessions, client training observation
* Created detailed wireframes and clickable prototypes for data-intensive applications
* Partnered with technology to evolve concepts and designs into implementation
* Wrote style guides and documentation for use across product development teams
* Analyzed site analytics
* Created help system for transitioning clients

**Fidelity Investments**,Securities Finance

User Experience Designer / Information Architect (2/12-12/12), Jersey City, NJ

* Created wireframes, mockups, and interaction specifications for securities lending applications

**J.P. Morgan**,Private Banking

User Interface Designer (3/10 – 12/11), New York, NY

* Designed user experience for multiple applications across large private banking portal

**Ivy Asset Management LLC, The Bank of New York Mellon**

User Interface Designer / Information Architect (1/06 – 12/09), Jericho, NY

* Designed and implemented user interface strategy for hedge fund management system

**TECHNOLOGIES**

**Design:** Figma, Axure, InVision, InDesign, Photoshop, Illustrator, Acrobat, PowerPoint, Visio

**Coding:** HTML, CSS, Dreamweaver, basic knowledge of JavaScript

**Development:** Jira, SharePoint, Angular, Quality Center

**Prior Experience**

Bank of America, Information Architect, New York, NY

Deutsche Bank, Site Designer/Content Architect, New York, NY

The Lancet Reed-Elsevier, Scientific American, New York, NY

**Education**

School of Visual Arts, Graphic Design; Brooklyn College, English

**Pro Bono** Web Site Design and Management

[Independence Plaza Tenants Association](http://ipnta.org) • [Mitchell-Lama Residents Coalition](http://mitchell-lama.org)

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