JON KOPP

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DesignOps leader driving clarity, velocity, and AI-enabled futures

EXPERIENCE

TIAA
08/2024 – Present
Chicago

SR. DESIGN OPERATIONS LEAD *(contract via V-Soft)*

- Developed strategies to optimize Design Office operations and performance
- Owned design delivery for a portfolio of key product Journey teams
- Advised on pilot initiative for deployment of generative AI into TIAA Content Design practice; proposed extending scope to DesignOps practice, aiming to unlock scalable efficiency, improve cross-functional collaboration, and accelerate CX delivery.
- Collaborate and coordinate with XFN partners, internal SMEs, and vendors
- Partnered with Content Strategy to spearhead implementation of headless CMS for syndication/ delivery of structured content to cross-functional teams (CX, Eng, PM)

Meta
01/2022 – 12/2023
New York/Chicago

DESIGN PROGRAM MANAGER *(contract via TEKSystems)*

Quest VR System UX Design Pillar
- Led Design Ops for team designing foundational Quest 3 core system features spanning the full XR continuum (VR, MR, AR)
- Collaborated with peers and leads to maintain and elevate the design function within a 0-to-1 cross-functional product development lifecycle
- Piloted across multiple VR sub-pillars a proprietary design capacity planning framework featuring cognitive-load-based sizing and machine-learning-based predictive functions
- Designed Jira workflows integrating Product and Content Design, Prototyping, and UXR teams; mapped I/O and collab points with PM and ENG functions

AI Research (FAIR) Design Pillar
- Evolved Design Ops culture and ecosystems in an enriched "skunk works" style design environment—with a goal to facilitate unfettered exploration of Generative AI models by replacing routine operations with lightweight human-centered alternatives

Citi
09/2019 – 12/2021
New York

SVP – DESIGN PROGRAM MANAGEMENT *(contract via Open Systems)*

- Co-led the rapid conception, design and build of RC3 (Risk & Control Command Center) a massively ramified data visualization and collab platform that —per OCC order—provided frameworks for risk management, data governance, and internal controls; co-piloted introduction of a *Design Thinking* based program framework
- Pioneered first phases of strategy + implementation of the Citi Design System (CDS)
- Architected solution for E2E Mapping: a POC project to map all user journeys and content areas in the citi.com pre-login ecosystem to a dynamic visual record
- Managed key measures in emergency rollout of Citi's online COVID response messaging e.g. PPP microsites as well as decision-tree-based forms and FAQs
- Led Design Ops for redesign of citi.com pre-login home experience; integrated multiple journey, marketing, and content teams into headless CMS
- Developed strategy for a Jira based integration of design teams and workflows into Citi SDLC; managed rollout to 300+ Design team members across 20+ Domain teams; represented Design+Strategy to NAM Jira Strategy Committee

Morgan Stanley /RR Donnelley
01/2019 – 09/2019
New York

DELIVERY MANAGER – DESIGN STUDIO

- Spearheaded Digital Transformation initiative for RRD/MS Creative Services unit
- Performed strategic analysis of workflow and workflow tools
- Architected/ presented digital production reboot with RRD to MS senior leadership

Blue Label Labs
06/2018 – 11/2018
New York

SENIOR PROGRAM MANAGER *(contract via Russell–Tobin)*

- Produced a broad portfolio of mobile native, web, and device–based app design and dev projects with total scope in excess of $1.5M

Digital Pulp
07/2015 – 12/2016
New York

SENIOR PRODUCER

- Projects included NYU/SPS Professional Pathways, NYU's microsite for professional career education—with course catalog/shopping cart built using Angular + AEM

PREVIOUS EXPERIENCE

Steinway & Sons

01/2014 – 04/2015
New York

SENIOR PRODUCER/DESIGN/PRODUCT MANAGER *(Consultant)*

- Produced the Steinway Spirio, a new high–resolution player piano, through all stages of R&D, design, manufacture, and marketing
- Produced SteinwaySpirio.com; conceived web–based interactive narrative approach to illustrate complex product/brand story
- Conceived, proposed, got approval, and implemented 3–D printing as solution for small–batch fabrication of custom mechanical parts for Spirio components
- Produced design and development of iOS (iPad) app for interface of Spirio piano
- Integrated Agile Scrum methods into software engineering workflow

CHI & Partners

New York

SENIOR PRODUCER *(Consultant)*

- Produced OneHP, Hewlett-Packard's internal social and collaborative network connecting over 300k employees in 95 countries; introduced Agile framework

Foundry 9

New York

FRONT–END DEVELOPER *(Consultant)*

- Developed presentation layer for Chase Financial Style, a gamified financial planning feature for JPMorgan Chase

Vanderbilt–Ingram Cancer Center

Nashville TN

LAB TECHNICIAN *(Consultant)*

- Maintained suite of laser confocal microscopes, digital imaging hardware, and image acquisition software in a multi–user biomedical research facility

Sony Online Entertainment

New York

TECHNICAL PRODUCER

- Technical lead / manager for the Station@Sony.com, Sony's online gaming property
- Designed digital resource request process for SOE Game Service Integration group

N2K Japan

New York + Tokyo

PRODUCER/ART DIRECTOR

- Co-developed cross-cultural branding and product development standards for N2K Japan sites including UI specifications for Japanese language users
- Designed, coded, and produced streaming content for DavidBowie.com
- Conceived and pitched new features and content to Bowie and his creative team

Webstaff

Boston + NYC

DESIGN/TECHNOLOGY STAFF

- USInteractive – Art Director
- K2 Interactive – Web Developer
- Simon and Schuster – Tech support
- RainCastle – Webmaster
- Global Solutions – Multilingual page layout
- WGBH – Hardware|software support

JET Program

Kyoto, Japan

AET

- Employed by the Japanese Ministry of Education
- Designed curriculum modules and taught in two Kyoto public high schools
- Conducted executive English classes at Nintendo Inc. world headquarters

EDUCATION

Parsons School Of Design

2011 – 2012
New York

MFA PROGRAM – DESIGN + TECHNOLOGY

- Completed 30/60 credits towards MFA degree
- Areas of study included: Design Thinking, Game Mechanics, Interactive Narrative
  - *Project: Kawataredoki,* Butoh improv + responsive projection mapped visuals
  - *Project: Meateors,* classic arcade game via surrealist painter Mark Ryden

**関西外国語大学
Kansai Gaidai Univ.**

Osaka, Japan

CERTIFICATE: JAPAN STUDIES

- Full exchange program

Miami University Of Ohio

Oxford, OH

BACHELOR OF PHILOSOPHY, INTERDISCIPLINARY STUDIES

- Japan Focus