

Timothy Gelling

User Experience & Product Design Leader

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Senior design leader with a career building enterprise platforms that transform complex business challenges into exceptional product experiences — and measurable ROI. Focused on AI integration: designing workflows for multi-agent AI-assisted decision-making and conversational interfaces that unlock productivity at scale.

Deep expertise in UX strategy, service design, and enterprise design systems, with a track record of leading global teams through ambitious, large-scale programs. Strength lies in translating executive vision into product reality — aligning technology, strategy, user experience, and business KPIs into work that performs.

EXPERIENCE

Citi — SVP, User Experience Senior Group Manager

Dec 2022 – Present

Defining and driving enterprise UX and product design strategy at the highest level, leading business modernization for a next-generation Wholesale Credit Lending and Risk platform within a highly regulated financial services environment — to close Consent Orders.

- Drive measurable business impact by redesigning underwriting workflows, reducing approval cycle time from months to hours through AI-enabled process optimization.
- Reduce UX design task time and effort by 60% from project initiation to tech handoff by streamlining design processes and embracing AI tooling across the SDLC.
- Lead the design and delivery of a wholesale credit lending platform, defining experience vision, service design, and interaction models across multiple products and lines of business.
- Partner with executive leadership, product management, engineering, and data teams to align UX strategy with multi-year roadmaps, technology strategy, and operating model transformation.
- Manage and mentor globally distributed, multidisciplinary design teams spanning user research, service design, interaction design, content strategy, and design operations.
- Establish and scale enterprise design systems, accessibility (WCAG) standards, and UX governance frameworks to increase delivery velocity, consistency, and regulatory compliance.
- Embed data-driven design practices through research, analytics, and continuous feedback loops to guide platform evolution and AI adoption.

Optum — UX Lead (Contract)

Jun 2022 – Dec 2022

- Led UX for the modernization of a B2B healthcare data and analytics platform supporting enterprise and clinical users.
- Improved usability, accessibility, and workflow efficiency in alignment with strategic business outcomes and delivery milestones.

FactSet — Principal UX Lead, Business Partner

Aug 2017 – Jun 2022

- Conceived and led the end-to-end UX design of Pitch Portal — a net-new product combining FactSet's industry-leading financial data and analytics into a purpose-built, cloud-based deal pipeline platform to connect bankers and financial institutions to clients.
- Directed high-visibility enterprise initiatives within the Research SBU, supporting 10+ data-driven applications, search platforms, and contextual insight-driven experiences integrating news, events, documents, and research to reduce task time and accelerate decision-making for investment professionals.

Rocket Fuel — Senior User Experience Designer

Oct 2016 – Aug 2017

- Designed UX for a proprietary ad technology platform integrating AI-driven targeting with Google, Facebook, and Yahoo ecosystems.
- Delivered workflows supporting campaign management, audience segmentation, and performance optimization.
- Collaborated with product managers and engineering teams to define scalable interaction models and tooling.

Consumer Reports — User Experience Manager

Jan 2014 – Sep 2016

- Led UX teams redesigning CR Cars and Electronics platforms across web, tablet, and mobile.
- Partnered with Innovation and Product teams to develop new product concepts, validate prototypes, and inform roadmap decisions.
- Improved search, navigation, and information architecture as part of a major brand and platform refresh.
- Facilitated design thinking workshops and mentored designers on enterprise UX best practices.

Bloomberg Law — Senior User Experience Designer

Jun 2013 – Jan 2014

- Led UX design for legal research and business intelligence platforms used by enterprise legal professionals.
- Defined next-generation workflow and productivity concepts to improve research efficiency.
- Led concept development and usability testing to optimize interface design and search performance.

E*TRADE — Senior UX Designer

Feb 2011 – May 2013

- Redesigned customer account portal and global navigation; supported UX across new product features.
- Optimized retirement planning workflows to improve usability and investment decision clarity.

HealthEd Group — VP Product Designer

Nov 2010 – Nov 2011

- Delivered new web-based educational platforms in collaboration with healthcare professionals and patient groups.
- Designed interactive tools that improved engagement and health literacy, leading to better patient outcomes.

MKTG — Vice President, Digital Solutions

Nov 2007 – Sep 2010

- Directed enterprise digital solution design for marketing automation and mobile data capture platforms.
- Delivered experiential marketing applications for global clients, including Diageo, SAP, and Coty.
- Led multi-region creative and development teams across North America and Europe.

Euro RSCG 4D — Vice President, Creative Director

1999 – 2007

- Led integrated experiential campaigns for global enterprise clients across CRM and SaaS.
- Directed information architecture and UX for software and web platforms supporting Intel, IBM, and Thomson Learning.

EDUCATION

Pratt Institute — BFA, Communications Design

CORE SKILLS

User Experience Design (UX) · AI/ML Integration · Product Strategy · Service Design · Information Architecture · Agile & Scaled Delivery · Executive Stakeholder Alignment · Design Systems & UX Governance · User Research · Global Team Leadership & Mentorship

AI & TOOL STACK

Figma · ChatGPT · Perplexity · Claude · Gemini · Copilot · Claude Design · Canva