

Carlos Rodriguez

SVP Product Design · Enterprise Platforms · AI & Fintech UX

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PROFILE

Product design leader with 15+ years leading UX strategy and enterprise platform design across fintech and AI-driven products. Currently SVP of Product Design at BNY, leading design for AccessEdge — a platform supporting global clearing and collateral operations across institutional clients and \$6T+ in managed assets. Known for translating complex financial systems into intuitive product experiences while aligning design with product strategy, engineering execution, and business outcomes.

KEY IMPACT

- **Enterprise Platform Leadership** — Lead product design for AccessEdge, supporting global clearing and collateral operations across institutional clients and \$6T+ in managed assets.
- **Operational Efficiency** — Redesigned complex collateral workflows, reducing operational task time by 30–40%.
- **Design System Scale** — Introduced scalable design systems enabling multiple product teams to ship enterprise features faster with consistent UI patterns.
- **AI Product Innovation** — Led UX initiatives within BNY's AI Hub, shaping design for AI-driven financial analytics and decision-support tools.

PROFESSIONAL EXPERIENCE

BNY 2022 – Present

SVP, Product Design

Lead UX strategy and product design for platforms supporting global clearing and collateral operations used by institutional clients and global operations teams.

- Leading product design for AccessEdge, BNY's enterprise platform for clearing and collateral operations handling \$6T+ in institutional assets.
- Redesigned complex collateral management workflows, reducing operational task time by 30–40% and improving experience for institutional operations teams.
- Led UX design for BNY's AI Hub, shaping product experiences for AI-driven financial analytics and decision-support tools.
- Facilitated cross-functional discovery workshops aligning product, engineering, and business stakeholders around strategy and roadmap.
- Introduced scalable design systems enabling multiple product teams to ship enterprise features faster with consistent UI patterns.
- Mentored designers and helped establish UX standards and design practices across enterprise product teams.

Adaptive Financial Consulting 2018 – 2022

Lead Product Designer

Led UX strategy and design for real-time trading platforms used by global investment banks and institutional asset managers.

- Redesigned MTS BondsPro, a fixed-income electronic trading platform with 500+ institutional participants and EUR 100B+ average daily volume.
- Designed Pragma's algorithmic trading surveillance platform, supporting \$1.6T+ in order flow across 50+ trading venues.
- Led product discovery with traders, engineers, and product managers to design scalable trading workflows from research through production handoff.
- Delivered complete design systems including light/dark themes, component libraries, and Zeplin specs with a 2-sprint design lead maintained throughout.
- Published 'Why Workflow-Driven Design is Necessary in Financial Technology' — adopted as an industry reference.

Capital One Labs 2017 – 2018

Product Design Consultant

- Designed experimental fintech product concepts for Capital One's innovation lab.
- Led rapid prototyping and concept validation for new digital banking experiences.

Novus Partners 2015 – 2017

Director of User Experience

- Directed UX for institutional portfolio analytics platforms used by hedge funds and asset managers.
- Designed data visualization dashboards supporting investment analysis and portfolio management workflows.

Earlier Experience 2005 – 2015

Sr. UX Designer · Priceline | Creative Director · TentSquare | Sr. UX Architect · Deloitte Digital

SKILLS & TOOLS

Product Strategy · UX Leadership · Enterprise Platform Design · Fintech & Trading Systems · AI Product Design · Design Systems · User Research · Interaction Design · Figma · Sketch · Adobe Creative Suite

EDUCATION

Embry-Riddle Aeronautical University B.S. Business Administration · Minor: Psychology

Private Pilot License · Full Athletic Scholarship — Basketball · Team Captain