Michael Grossman

Senior Human-Centered Designer & Design Leader

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Executive Profile

Accomplished and strategic human-centered designer and user research leader with extensive experience transforming complex business challenges into intuitive and impactful digital experiences across global institutions.

Proven track record of building enterprise UX organizations, leading user research programs, and applying design thinking methodologies to influence product strategy, technology investments, and customer-centric innovation. Skilled at designing scalable platforms for wealth management, investment banking, advisor technologies, and AI-enabled solutions, while establishing enterprise design systems, research frameworks, and UX operating models. Recognized for bridging customer insights, business objectives, and emerging technologies to deliver measurable improvements in user experience, operational efficiency, and organizational adoption.

Areas of Expertise

Human-Centered Design & Design Thinking | UX Research Strategy & User Insights | Enterprise UX Leadership & Transformation | User Experience Architecture & Design Systems | Qualitative Research & Usability Testing | Product Strategy & Roadmap Alignment | AI-Enabled Experience Design & Innovation | Customer Journey Mapping & Experience Optimization | Agile Product Development

Career Highlights

- Designed enterprise platforms supporting wealth management, investment banking, FX trading, and financial advisor solutions.
- Facilitated executive strategy workshops to align business objectives, customer needs, and technology investments.
- Spearheaded 25+ years of UX research and human-centered design leadership across global financial institutions.
- Pioneered AI-enabled advisor platforms featuring proactive insights and agentic research capabilities.
- Drove organization-wide consistency and adoption by establishing enterprise design systems.
- Directed global user research initiatives across North America, Europe, and Asia.
- Built and scaled high-performing UX organizations from inception.

Professional Experience

Senior Vice President, Bessemer Trust, Woodbridge, NJ **Sept 2019 – May 2026**

Shaped product roadmaps and strategic investment decisions by leading design thinking workshops and qualitative research initiatives, identifying customer pain points, mapping user journeys, and establishing prioritization frameworks. Conducted end-to-end user research, developed interactive prototypes, and partnered with Agile development teams to deliver user-centered solutions on schedule. Championed the integration of GenAI capabilities into advisor workflows by enhancing productivity and enabling more intelligent and efficient client engagement.

- Accelerated product delivery and improved design consistency by building and operationalizing Bessemer Trust's first enterprise design system and establishing reusable components and a shared UX language.
- Streamlined advisor workflows and saved 100+ hours annually per advisor by designing and delivering the firm's first client advisor workstation and leveraging desktop interoperability technology.
- Influenced enterprise-wide people, process, and technology strategies by translating user insights into actionable design recommendations and product innovations.

Director, Deutsche Bank, New York City, NY **Aug 2015 – Aug 2019**

Recruited by executive leadership to establish Deutsche Bank's global innovation organization and launch innovation labs across New York, London, Berlin, Silicon Valley, and Singapore. Built a global innovation ecosystem that engaged thousands of startups and accelerated the adoption of vetted technologies to solve strategic business challenges across the bank.

- Defined business needs, aligned priorities, and identified innovative solutions by leading design thinking workshops with executives, business stakeholders, and technology partners.
- Authored thought leadership content and promoted innovation programs to increase enterprise-wide awareness, engagement, and adoption of design thinking practices.

Executive Director, UBS Wealth Management Americas, Weehawken, NJ **Aug 2011 – Aug 2015**

Built and led UBS Wealth Management's first User Experience organization and established enterprise UX standards, research methodologies, design processes, budgeting, and strategic vendor partnerships. Designed the firm's first client mobile application by leading user research, stakeholder interviews, wireframing, and vendor management through final visual design.

- Recruited and developed a high-performing UX team, while implementing modern UX practices and methodologies aligned with the firm's Software Development Life Cycle (SDLC).
- Strengthened alignment with internal stakeholders by developing a UX service catalog and increasing transparency around UX capabilities, services, and costs.

Senior UX Designer, ICAP/EBS Dealing Resources, Jersey City, NJ **Feb 2003 – Aug 2011**

Designed and maintained the user experience for the world's largest FX brokerage platform, supporting an average daily trading volume of $220 billion, and led the global re-platforming of its 20-year-old trading system used by nearly every major bank worldwide. Conducted customer research across five countries and delivered a comprehensive UX report that informed critical business decisions and modernized the platform's front- and back-end architecture.

- Modernized the firm's core trading experience by designing the first web-based version of the original Java thick-client FX Spot trading application.
- Partnered with IBM on a large-scale redesign of the EBS Keypad Appliance, supporting customers executing an average of 100,000 trades daily.
- Rapidly prototyped a block FX trading system in Adobe Flex and piloted it with partner banks to validate viability for broader deployment.

Education

Bachelor of Science, focus in Jazz and Commercial Music, Hofstra University, Hempstead, NY

Conferences & Certifications

Advanced Design Thinking Certificate, IDEO U

Foundations in Design Thinking, IDEO U

UX Lisbon, Full Conference Coverage

"Presenting Data and Information", Edward Tufte