JOHN LEUFRAY

Lead Product Designer

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01 / PROFILE

Hands-on product designer and systems thinker who makes complex things simple. Turns complicated rules, data, and operations into products people can actually use, from a retirement platform used by Wells Fargo and T. Rowe Price to 8-second buyer screening for Dubai brokers. Designs end to end, advocates for users, builds with AI coding agents, and works side by side with product and engineering to see projects from first research through launch.

02 / EXPERIENCE

Lead Product Designer • GSI Global / 2024–Present

Lead designer for an international law firm's client products, working with attorneys and compliance specialists from planning through launch.

BuyerCheck

- Designed the product end to end, from broker research and regulatory requirements to flows and UI, then built it with AI coding agents (Claude Code, Codex), connecting the screening-data APIs, and drove it through launch with engineering.
- After a demo with Dubai's Department of Legal Affairs showed that delays would kill deals, redesigned the core flow from a 48-hour background check with legal opinion to 8-second standard screening, making speed the product.
- Defined low, medium, and high risk with the firm's attorneys, turning results into a clear risk-based next step for each transaction type (cash vs. mortgage, off-plan vs. resale), with enhanced reports in about 14 seconds.
- Designed broker, admin, and government-level access and workflows for the B2B SaaS platform. Now live with Dubai brokerages, with 1,000+ buyer screenings run.

ClientCheck

- Extended the BuyerCheck codebase into a RegTech platform for screening clients at law firms and banks, reusing its screening engine, risk report, and audit trail.

GoldChain

- Designed the information architecture, flows, visual system, and component library for a four-role B2B marketplace with KYC and AML, escrow, and dispute resolution.
- When two screens and free accounts still didn't win miners over, pivoted to a marketplace where the sale is the product and tracking is the receipt, proving responsible sourcing to jewelry and bullion buyers.
- Ran field research and usability sessions with miners, traders, and buyers in the DRC and UAE to validate each role's flows.
- Built the platform with Claude Code and Codex and organized a closed pilot with a producer, an exporter, an importer, and a refiner, then monitored usage and held follow-up interviews to refine the UX.

DealDesk

- Designed a 3D web-based game that turns the firm's legal and financial structuring service into a model clients explore with the sales team, showing in real time whether a deal holds up.

Senior Product Designer • FIS / 2022–2024

Led UX for FIS's flagship 1,000+ page white-label retirement platform, used by clients including Wells Fargo, Deloitte, and T. Rowe Price.

- Advocated for users' requests for email notifications that weren't in scope: gathered their feedback, designed the email templates, and presented them to product and engineering, who added them to the release.
- Created the token-based white-label design system letting each institution apply its own brand across the full platform without changing components.
- Ran three rounds of live user testing with account holders, bank reps, and advisors, plus A/B tests on navigation and financial data, iterating designs in real time.
- Rebuilt desktop data tables as mobile-native cards and simplified financial language for account holders.
- Managed an offshore team of direct reports delivering accessibility compliance and UI specifications across web and mobile, reviewing their work against the design system.

Senior Product Designer • Allied Global Exports / 2017–2022

Designed FreightForward, a freight documentation app that cut customs documentation errors by 42% and clearance times by 27%.

- Redesigned freight documentation into a two-step workflow, so documents and duty fees were ready before agents reached port.
- Raised the company's UX maturity by introducing design standards and best practices, a company style guide, and a design system used across its products.
- Ran user research across international shipping regions, which shaped the core workflows and raised task completion.
- Replaced paper, phone photos, and PDFs with an app that builds customs rules into the workflow and gives headquarters real-time visibility into regional offices.
- Led document digitization saving $550K annually and improving communication with African and Latin American markets.

Product Designer • Plasma Arc Technologies / 2008–2017

Designed technical and visual materials, product narratives, and facility layouts for energy and mining technology projects.

- Translated plasma-physics complexity into clear visual product narratives for investors, partners, and regulators.
- Designed compliance-driven industrial layouts and process diagrams that cleared EPA permitting in California and New York.
- Created brand identities and product visuals for renewable energy and mining projects.

Senior Interactive Designer • Global Personals / 2006–2008

Branding, UX, and conversion design for a high-traffic consumer web platform.

- Designed self-service UX for a dating platform with 200K+ daily users, eliminating the call center and saving $2M a year.
- Improved user retention, validated through live usage data and customer-service volume.
- Ran A/B tests on high-traffic placements while tracking live revenue.

Interactive Designer • Enlighten (now Perficient) / 2002–2005

Hired as the top student designer, then became design lead for Audi USA, including Model-Year Changeover and Certified Pre-Owned.

- Designed an interactive trivia game microsite for a Reebok basketball shoe promotion.
- Delivered web and interactive work for Walmart, Sony, Nickelodeon, Pulte Homes, and Food Network.

03 / SELECTED WORK

BuyerCheck	AML buyer screening, from a 48-hour check to 8-second result	LEUFRAY.COM/WORK/BUYERCHECK
FIS	1,000+ page white-label retirement platform for large banks	LEUFRAY.COM/WORK/FIS
GoldChain	Gold marketplace and traceability for licensed traders	LEUFRAY.COM/WORK/GOLDCHAIN

04 / SKILLS

Design: Product & UX Design · Interaction Design · Information Architecture · Visual Design · Mobile Design · Data Visualization

Systems: Design Systems · Design Ops · Service Design · Accessibility · Journey Mapping · Heuristic Reviews · Competitive Analysis

Research: User Interviews · Field Research · Usability Testing · Surveys · Personas · Card Sorting · Tree Testing · A/B Testing

Prototyping: Claude Code · Codex · Devin · Cursor · Lovable · Figma Make · Next.js · React Native · Tailwind · HTML/CSS · Maze

Tools: Figma (Dev Mode, MCP) · Adobe CC · UserTesting · Amplitude · Jira · Notion · GitHub · Vercel · Supabase · Cloudflare · Stripe

Off-Screen: Welding · Solar Wiring · Carpentry · Plumbing · Portrait Drawing · Sculpting · Ceramics · Watercolor · Creative Writing

05 / EDUCATION

Graphic Design & Industrial Design • University of Michigan

Google UX Design Certificate • Coursera