

JOHN LEUFRAY

Product Lead · Fintech & Compliance

PROFILE

Product Lead with 20+ years building complex systems end to end, from concept and architecture through IP filing, live deployment, and real-world iteration. Specialized in fintech, compliance-heavy marketplaces, and cross-border trade. Focus on building and scaling systems where regulatory, operational, and technical constraints intersect.

PRODUCTS

GoldChain: Blockchain-verified gold marketplace for ethical gold trade. goldchainblock.io

BuyerCheck: Buyer verification platform for the UAE real estate market. buyercheck.ae

Coventus Capital: Tokenized financing platform for mining and trade assets. coventuscapital.com

EXPERIENCE

Product Lead · GSI Global / 2023 - Present (Dubai)

System architect for international law firm, translating legal expertise into structured, commercially viable digital products.

GoldChain - B2B Gold Marketplace

- **Designed role-based system architecture** for e-commerce platform across multiple user types with layered permissions, KYC/AML verification, escrow-protected transactions, and structured dispute resolution.
- **Attracted interest from Cartier**, securing premium pricing and brand positioning for traceable gold products.
- **Filed 2 USPTO patents** for blockchain-based mineral tracking (published 2025) and commodity trading marketplace.
- **Pivoted from blockchain tracking tool to regulated marketplace** after field validation showed compliance alone held no adoption value for miners, making compliance a byproduct of commerce, not a burden imposed on top of it.
- **Contributed to the first ever clean gold export from DRC**, leading to the founding insight for the GoldChain app.
- **Established closed pilot** positioning platform as national compliance infrastructure, presented to ministry-level government and private supply chain stakeholders in DRC and UAE.

BuyerCheck - Real Estate Compliance Platform

- **Built customer due diligence platform** for property buyers, translating UAE real estate regulatory requirements into a structured agency-facing product called BuyerCheck.
- **Architected document verification flows**, identity validation, and compliance status reporting for cross-border buyers navigating UAE property regulations.

DealDesk - AI-Powered Due Diligence Platform

- **Created product architecture for a VC due diligence platform** integrating AI tools (sanctions screening, legal research, financial analysis) with expert human validation for the firm's M&A clients.
- **Structured tiered service model**, translating Big Four-equivalent diligence into a speed-competitive offering.

Senior Product Designer · FIS / 2022 - 2024 (Remote)

Led product validation and design for a retirement management platform adopted by Wells Fargo, Deloitte, and T. Rowe Price.

- **Partnered with product and engineering**, translating and refining business objectives into intuitive interfaces to validate redesign scope and priorities from leadership.
- **Led UX design** for the 1,000+ page web app that became the company's flagship retirement product.
- **Presented interactive prototypes** at company level to ensure executive buy-in and secure stakeholder feedback.
- **Ran A/B tests across mobile and desktop** on product navigation and financial data presentation, making real-time product decisions during three rounds of live user testing sessions.
- **Built scalable white-label design system** enabling institutions to apply custom branding across the full platform.
- **Managed offshore team** delivering accessibility compliance and UI specifications across web and mobile.

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Product Lead · Fintech & Compliance

Product Lead · Allied Global Exports / 2017 – 2022 (Miami - Dubai)

Designed FreightForward app that reduced customs documentation errors by 42% and contributed to \$9M+ in financing.

- **Re-architected complex freight forwarding documentation** into a user-friendly 2-step workflow, enabling full documentation readiness and duty fee calculation before agents arrived at port.
- **Conducted user research across international shipping regions** to drive design of core workflows, resulting in higher task completion rates and a 27% improvement in clearance processing times.
- **Enabled global information sharing**, empowering regional managers to communicate changes in local regulations.
- **Led document digitization effort**, saving \$550k and improving communication with African and LATAM markets.

Chief Technology Officer · Plasma Arc Technologies / 2008 - 2017 (Miami)

Developed technical and investor materials contributing to \$3M+ in secured financing across energy and mining projects.

- **Established a foundational discipline in compliance-driven product design** that eased regulatory adoption of cutting-edge industrial systems technology and carried through every subsequent role.
- **Designed OSHA-compliant refinery layouts** and thermal processing units that cleared EPA permits in California and New York, among the most stringent regulatory jurisdictions in the U.S.
- **Bridged engineering and commercial positioning**, translating plasma physics complexity into clear product narratives for investors, partners, and regulators.

Senior Interactive Designer · Global Personals / 2006 – 2008 (Miami)

Created branding and user experience for a dating website with over 200k unique daily users.

- **Eliminated the company's call center** through self-service product design, leading to a \$2M annual cost reduction and improving user retention, validated through live usage data and customer service volume metrics.
- **Built and deployed high-traffic ad placements** via SSH and conducted A/B testing while tracking live revenue.

Interactive Designer · Enlighten / 2002 - 2005 (Ann Arbor)

Selected as top student and 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.

INTELLECTUAL PROPERTY

Blockchain-Based Mineral Supply Chain Tracking and Authentication System · Patent Pub. No. US 2025/0384451 / 2025

Blockchain-Based Marketplace for Provenance-Verified Mineral Commodities · Patent App. No. 19/440,853 / 2026

GoldChain · Trademark Registration No. 7533507 / 2024

SKILLS

Domain: Fintech · Compliance · RegTech · E-Commerce · Cross-border Trade · Blockchain · B2B SaaS · Real Estate Tech

Product: Strategy · Roadmapping · Conversion Optimization · Go-to-Market · A/B Testing · User Research · Agile · Scrum

Execution: UX/UI Design · IxD · Information Architecture · Wireframing · Prototyping · Design Systems · Accessibility

Tools: Figma · Adobe · Jira · Miro · Maze · UserTesting · Amplitude · Hotjar · Salesforce · Windsurf · Loom · HTML/CSS

EDUCATION

BA Graphic Design / BA Industrial Design · University of Michigan / 1998 - 2003 (Ann Arbor)

Google UX Design / Blockchain Specialization · Coursera / 2021 - 2023 (Online)