

JONATHAN POTTS

SERVICE DESIGN · PRODUCT STRATEGY · AI-ENABLED EXPERIENCE

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PROFESSIONAL SUMMARY

Design and product strategy leader with 6+ years of end-to-end accountability across financial services, healthcare, and compliance technology. Proven record driving measurable outcomes through systems thinking, service blueprinting, journey mapping, and stakeholder alignment. Translates complex user research into product roadmaps and experience-led strategies that align business objectives with customer satisfaction. AI native. Effective leading design initiatives and operating in product delivery, portfolio operations, and innovation roles.

CORE COMPETENCIES

Systems Thinking & Service Blueprinting	Journey Mapping & Stakeholder Alignment	GenAI / AI Product Strategy
Product Roadmap & Delivery	End-to-End Journey Ownership	Customer & User Research
Cross-functional Team Leadership	Portfolio & Operations Management	Agile / Iterative Design

WORK EXPERIENCE

JPMorgan Chase

April 2025 – Present

Vice President, Service Design — Compliance Technology

- Serve as Design Lead for Trade Surveillance within Compliance Technology, owning end-to-end research, strategy, and design for a next-generation surveillance platform replacing legacy systems across 90+ alert types.
- Developed a comprehensive ecosystem map spanning 8 compliance technology towers and 20+ interconnected systems, applying systems thinking to clarify user distribution, dependencies, and organizational complexity — directly informing product and technology strategy.
- Conducted in-depth research and iterative design sessions with 30+ surveillance analysts to redesign end-to-end analyst workflows, targeting reductions in false positives, expanded surveillance coverage, and significant gains in analyst efficiency.
- Contributing to development of GenAI and AI-augmentation solutions that enhance analyst decision-making, enabling broader alert coverage without proportional headcount increases.
- Align business, operations, compliance, and technology stakeholders through structured facilitation and storytelling to drive consensus and maintain delivery momentum.

Baylor Scott & White Health

March 2024 – April 2025

Service Designer

- Led patient experience research across home healthcare and post-discharge journeys, conducting interviews and observations with 12–18 clinical stakeholders including nurses, physicians, ER staff, and patients.
- Researched and helped uncover pain points within the after-visit summary workflow, conducting qualitative interviews and observations to identify systemic gaps and surface insights that informed recommendations for cross-functional product and operations teams.
- Partnered with Journey Lead, Product, and IT to deliver user-centered solutions that streamlined payment processes and improved patient satisfaction across home healthcare touchpoints.

Arvest Bank

October 2022 – February 2024

Customer Experience Designer

- Designed and facilitated 40+ Design Thinking and Customer Journey Mapping workshops for audiences ranging from frontline associates to senior leaders, enabling problem-solving and identifying new product opportunities.
- Conducted customer and non-customer interviews to validate product and service concepts, translating qualitative insights into experience-led requirements that informed new banking product development.
- Partnered with Product and IT teams to execute customer research studies, driving measurable improvements to digital banking experiences aligned to organizational goals.
- Mentored colleagues in Journey Mapping and Service Blueprinting, building organizational capability in human-centered design without formal authority.

Steampunk Inc.

July 2020 – September 2022

Service Designer

- Delivered end-to-end service design across multiple client engagements, owning research through implementation across web and mobile platforms.
- Led client-facing workshops using creative facilitation methods to drive cross-functional alignment on strategic design decisions.
- Developed service strategies bridging user needs with business objectives, producing touchpoint maps adopted by client stakeholders.

HP Inc.

May 2019 – September 2019

Customer Experience Intern

- Applied design thinking principles to improve customer-centric service delivery within the Americas customer support organization.

United States Army

2010 – 2016

Cavalry Scout (Reconnaissance) — Sergeant | 19D MOS

- Served as a Cavalry Scout conducting reconnaissance operations, including a combat deployment to Afghanistan attached to Special Forces units.
- Advanced from Private First Class to Sergeant; led squads through training, field operations, and daily unit readiness.
- Trained soldiers in reconnaissance tradecraft, building team capability under pressure.

EDUCATION & QUALIFICATIONS

Savannah College of Art and Design (SCAD) — Bachelor of Fine Arts, Service Design · Minor in Art History · 2020
 Holds **Public Trust Clearance** · U.S. Army Veteran (Honorable Discharge)