

John Rubino

Product designer in NYC with 4+ years of experience in enterprise fintech, AI product design, and 0-to-1 venture work.

Experience

BNY | Pershing | Product Designer · Wealth Services Sep 2023 – Present

Enterprise wealth management platform serving institutional clients and financial advisors. Contributed to a multi-year platform overhaul rebuilding core advisory workflows from the ground up across New Account Opening, Asset Movement, and Fully Paid Lending.

- Co-led a complete rebuild of New Account Opening (NAO) and Asset Movement — redesigning the information architecture, interaction model, and end-to-end flows for two flagship advisor workflows within a future-state banking vision platform
- Served as primary designer on a full redesign of Fully Paid Lending — simplifying a structurally complex lending product to reduce friction, improve advisor comprehension, and drive program participation
- Champion AI tooling adoption across the design org — workshopping emerging tools, establishing usage frameworks, and modeling an AI-augmented design practice for the broader team

Collective Design | Design Advisor 2024 – Present

Advising early-stage startups at the intersection of AI and product design — shaping 0-to-1 product strategy, UX architecture, and go-to-market design for founders building in emerging technology.

Purple Panda Rentals | Product Designer & Founder Sep 2020 – Feb 2023

Designed and launched a consumer rental search platform from 0 to 1 — 100+ sign-ups, 20% referral increase through research-driven UX improvements.

Contact

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Education

College of Staten Island

2014-2019

B.A Music Technology

Designlab UX Academy

2022

UX/UI Design Certificate - 440 hours

Certifications

Emeritus

2024

Designing and Building AI Products and Services

Superpowers

Systems Thinker

Systems Thinker

AI-Native Practitioner

0-to-1 Operator