

Robyn Hwang

Senior UX Designer

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About

Senior UX designer with 10 years of experience leading end-to-end product design, with the last 6.5 years at Ontra working on legal AI tech for enterprise finance customers. Background in AI product design, user research, and human-in-the-loop systems.

Experience

Senior UX Designer | Ontra (AI-Powered Legal Tech for Private Markets)

Dec 2019 – Present (6+ yrs) | Remote

Lead design on Contract Automation, Ontra's flagship product that facilitates faster negotiations for the private markets. Embedded in an empowered product team, working closely with PMs, engineers, and legal domain experts.

- Led design on an AI-powered email classification feature that matched incoming messages to in-app documents, giving users real-time status visibility—going from 0% to ~60% of documents fully tracked within two quarters.
- Designing AI products since 2019—navigating early user skepticism through careful disclosure and confidence-level design, to today's research finding users increasingly want AI to take the wheel.
- Use AI throughout the design process: synthesizing research sessions, prototyping multiple directions quickly, checking implementation feasibility with Claude Code, and communicating metrics visually to leadership.
- Validated, designed, and launched Contract Automation's first SaaS offering, unlocking a new market segment.
- Led research with legal and private markets professionals from top investment banks and PE firms
- Built and scaled the design system as the company's first designer, including a full React migration.

Product Designer | Wells Fargo Innovation Group

Oct 2018 – Nov 2019 (1 yr 2 mos) | San Francisco, CA

- Led design of an internal chatbot-building platform, enabling non-technical teams to rapidly create, test, and deploy conversational experiences.
- Shipped multiple proof-of-concepts including a biometric authentication flow that balanced security, usability, and regulatory requirements.

Product Designer (Contract) | Pavilion (Public Procurement Made Simple)

Sep 2018 – Jun 2019 (10 mos, part-time) | San Francisco, CA

- Partnered with the founder to prototype an MVP search experience aimed at simplifying government procurement.

UX/UI Designer | Infosys Equinox (formerly Skava)

Apr 2016 – Jul 2018 (2 yrs 4 mos) | San Francisco, CA

- Delivered e-commerce experiences for enterprise clients including JCPenney, Apple, and Vantiv on high-traffic, revenue-critical platforms.

Skills

AI-assisted prototyping (Claude, Figma), AI product design & human-in-the-loop systems, Product strategy & roadmap, UX research (generative & evaluative), 0→1 and growth-stage products, Design systems, Facilitation & workshops, Figma

Education

Bowdoin College

B.A. Government & Legal Studies

Designlab

UX Research & Strategy