Robyn Hwang

Senior Product Designer

10 years of experience leading end-to-end product design. First designer at Ontra. Background in AI product design, user research, and human-in-the-loop systems.

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EXPERIENCE

Senior UX Designer, Ontra

AI-Powered Legal Tech for Private Markets

Dec 2019 – Oct 2026 (6 yrs 10 mos)
San Francisco, CA / Remote

Led design on Contract Automation, Ontra's flagship product that facilitates faster negotiations for private markets. Worked closely with PMs, engineers, and legal domain experts.

- Led design on an AI-powered email classification system that took real-time status visibility from 0% to 80% of eligible documents, preventing churn in highest value accounts representing >$100M in ARR.
- Validated, designed, and launched Contract Automation's first SaaS offering, generating leads worth $400K annually.
- Built and scaled the design system as the company's first designer, and worked on a full React migration.
- Led research with legal and private markets professionals from top investment banks, private equity firms, and law firms.
- Designed for AI before and after LLMs, navigating early user skepticism and increasingly higher reliance and trust in AI systems.
- Used AI throughout the design process to synthesize and share research, prototype, ship code, and communicate to leadership.

Product Designer, Wells Fargo Innovation Group

Innovation Incubator at 4th Largest Bank in U.S.

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.
- Created multiple proof-of-concepts, including a biometric authentication flow that balanced security, usability, and regulatory requirements.

SKILLS

Tools

Figma, Figma Make, Claude Design, Claude Code, Sketch, Webflow, Pendo, Snowflake

Skills

Interaction design
User research
Rapid prototyping
Designing for AI
Journey maps
Product strategy
Design systems
Leading workshops
User and product analytics

EDUCATION

Designlab
UX Research & Strategy

Bowdoin College
B.A. Government & Legal Studies

Tuck Bridge Business Program at Dartmouth

EXPERIENCE, CONTINUED

Product Designer (Contract), Pavilion

Public Procurement Made Simple

Sep 2018 – Jun 2019 (10 mos)
San Francisco, CA

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

UX/UI Designer, Infosys Equinox

Enterprise Commerce Platform, formerly Skava

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

- Designed e-commerce experiences across multiple client engagements, including an iPad app for Apple focused on the Indian market.
- Designed experiences for JCPenney and Vantiv on high-traffic, revenue-critical platforms.