

JAHIN.AISHEE

product designer

Boston, MA
jahin.ats@gmail.com

Portfolio

www.jahinaishee.site

Cornell University

Master of Engineering Management
B.S. Computer & Information Science

Skills

UI/UX: Wireframing, Prototyping, Design Systems, Motion Design, Microinteractions, Content Design

Research: Moderated Testing, Usability Studies, A/B Testing, Accessibility

Tech: Data Visualization, Machine Learning, Front-End Development, AI-Driven Design

Strategy: Product Thinking, Stakeholder Management, Agile Collaboration

Tools

Figma, Sketch, Principle, Adobe Illustrator, Adobe After Effects, Adobe Premiere Pro, Principle, Tableau, Python, Jupyter Notebook, Bootstrap, HTML5, CSS3, Java, and JavaScript



2025

Blueprint - Product Designer

Directed engagement strategy for 120k+ users, elevating brand authority & community growth.

Increased reach and interaction by 25% by shaping analytics-driven content strategy, leveraging trend analysis, audits, & optimization.

Elevated design standards by shaping design critiques, documentation, and cross-team processes.

Leveraged data visualization, motion design, and interactive storytelling to distill executive insights.

2022 - 2024

Bank of America - Product Designer

Shaped generative AI product vision (Erica 2.0) for personalized financial coaching, transforming user signals into contextual investment coaching.

Redesigned the success journeys with data-driven insights, used by millions, reducing unnecessary call volume by 20%.

Partnered with product & engineering leadership to deliver polished, accessible UI for responsive web and mobile, optimized for iOS/Android.

Directed prototyping and research, synthesizing user insights into strategic features and design system direction.

2021

Boston Consulting Group - UX Designer

Partnered with global teams of designers, consultants, and product managers to implement design solutions that increased CRM efficiency by 10%

Worked on large-scale design systems, focusing on scalability & alignment across multiple product offerings, supporting seamless integration across enterprise tools.

2021 - 2022

Design & Technology Initiative - Product Designer

Launched a collaboration platform, scaling engagement to 1,000+ users by applying data visualization & research insights.

Developed live status feature to enhance navigation, increasing user satisfaction by 50%.

2020

Toyota - Product Designer

Built interactive COVID-19 forecasting dashboard using Figma, Tableau, & SQL for executive leadership.

Automated data workflows, improving efficiency by 50% and saving Toyota \$1.3M in costs.