

JAHIN AISHEE

product designer

Boston, MA

jahin.ats@gmail.com

Portfolio

www.jahinaishee.me

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 - PRES

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

Led the integration of generative AI solutions (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.

Led 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.