

ISHITA DEY

Product Designer

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Data-driven product designer with 6+ years of UX experience committed to creating intuitive, inclusive, and scalable designs. I leverage my tech and digital marketing background to bridge technology and strategy, optimize workflows aligning product vision with business and user goals.

WORK EXPERIENCE

Product Designer

April 2025 - current

Happy Money | Los Angeles, CA (Remote)

- **Reduced loan offer decision time by 68%** by redesigning the selection step with optimized information hierarchy informed by FullStory analytics and user surveys.
- Spearheaded **design system transformation** to remove usability issues from existing components by introducing foundations with AI-optimized architecture to make the product UI mobile-first with AI-assisted development workflows (Figma-to-Cursor pipeline) —achieving **12-15% mobile conversion lift** for 60%+ of users, while reducing design-dev handoff cycles.
- Built a scalable partnership design framework for Credit Karma light box (60.43% conversion), MSUFCU, and Experian launches while **reducing partnership delivery time by 40%** through **reusable white-label patterns**.
- Established end-to-end UX research practice integrating FullStory behavioral analytics and Sprig's quantitative research insights, conducting internal and external user interviews to shift the team from assumption-based to evidence-based design methodology.

Product Design Lead

July 2024 - March 2025

Tallyfy | St. Louis, MO (Remote)

- Boosted user engagement and **reduced task completion time by 30%** by establishing a design system and using JTBD framework to optimize automations, tracker, and task flows in a B2B business process management app.
- **Increased qualified leads** and user satisfaction by leading UX strategy, redesigning the onboarding flow, and **introducing AI-driven SEO landing pages**, improving content discovery and conversion rates
- Conducted user flow assessments, identified bottlenecks, and optimized task completion paths, contributing to higher retention and increased engagement with the B2B software solution.

Product Designer

June 2023 – December 2023

Ria Money Transfer, XE | Denver, CO

- **Led the end-to-end design and launch** of digital gift cards for a new market, successfully partnering with NuBank, Brazil's largest neobank, to introduce digital gift cards within their mobile app.
- **Reduced drop-off by 80%** in the payments funnel by improving error resolution using **data analytics**, customer interviews, and customer feedback to inform design decisions for the money transfer app.
- **Standardized the onboarding and payments journey** across all mobile and web applications, creating a cohesive user experience by collaborating with product managers, UX writers, and developers while managing regulatory and technical constraints.
- **Improved accessibility** by incorporating [WCAG guidelines](#) into the design system, by updating design tokens, component interactions, and page layout templates while advocating for best practices and compliance.

Sr.UX Designer

July 2020 – August 2022

Alterest | London, UK

- **Improved usability by 70%** for the finance SaaS platform by establishing a scalable design system and launching 15+ features like workflows and customizable reports by collaborating cross-functionally with clients & the team.
- Launched a **terminal-based report generation tool** for financial analysts, and portfolio & asset managers by conducting qualitative and quantitative research and validated using user feedback from user testing.
- **Established user-centered design practices**, including user flows, information architecture, wireframing, and usability testing, ensuring each design decision aligned with user needs and business objectives for seamless user experiences.
- Led the creation of a comprehensive visual brand identity, ensuring consistency across platform interfaces and marketing collateral while managing the overall look and feel of the SaaS product.

User Experience Designer | Co-founder

October 2018 – May 2020

Webelves | Bangalore, India

- Strategized the **design operations** and deliverables for 8 clients, managing a team of 4 designers using an agile approach, achieving a 200% growth rate in design projects within 10 months.
- Expanded service offerings by spearheading the design and launch of a point-of-sale (POS) system for restaurateurs, adopted by all food & beverage clients.

- Mentored junior designers, providing guidance on user-centered design practices, improving team efficiency, and fostering a culture of continuous learning and improvement within the design department.

Tech Analyst

July 2017 – May 2019

Standard Chartered Bank, GBS | Bangalore, India

- Facilitated over 50 integration projects by collaborating with global middleware teams, ensuring smooth integration of new features and maintaining consistency across different banking platforms.

PROJECTS

Founding Product Designer at Majorly | Denver, CO

Sept 2024 - July 2025

Redesigned the [company website](#) and the platform, drove the design for AI-driven features for Majorly's student career planning platform, balancing the use of AI within the user journey to enhance user engagement and optimize career planning through AI-powered experiences.

Product Designer at Pare | San Francisco, CA

July 2021 - June 2022

Boosted user engagement by 60% by introducing a LinkedIn dual posting feature along with leading the design of the community-powered referral platform shortlisted for Y Combinator 2021.

UX Designer at Omniversity | Mumbai, India

October 2020 - January 2022

Spearheaded UX design and branding for an ed-tech platform, validated proof-of-concept with a focus group of 20 students, successfully launching the product in 4 local universities.

EXTRACURRICULARS

- [Apple's BOLD design](#) hackathon winner, 2024.
- **ATLAS Professional Scholarship** 2022 and **Carlos García UMC Director's Scholarship** 2023, CU, Boulder.
- Best [research paper](#); drowsiness detection using signal-processing, published iPact'17, IEEE Conference.

EDUCATION

MS in Creative Technology and Design, University of Colorado, Boulder, CO

August 2022 – May 2024

Major: Human-computer interaction (HCI) - 4.0 GPA

B.Tech in Electronics Engineering, Vellore Institute of Technology, Vellore, India

July 2013 – May 2017

SKILLS

Design: UX/UI, visual design, wireframes, Interactive prototypes, hi-fid mockups, Lean UX, iterative design, graphic design, typography, iconography, design system, UX writing, information architecture, storyboards, usability testing, AI-assisted design workflows, user journeys, style guide, data visualization, mobile, web, native & responsive design.

User research: Qualitative and quantitative analysis, user interviews, user personas, user stories, A/B testing, heuristic analysis, competitive analysis, contextual inquiry, card sorts, market trends, data analysis(product metrics), empathy and usability studies, design thinking workshops, Jobs to be done(JTBD) framework, design patterns.

Tools: Figma, Figjam, Miro, Maze, Sketch, Adobe Creative Cloud, Framer, Photoshop, JavaScript frameworks, InVision, Illustrator, GA4, Adobe XD, Principle, HTML, CSS, P5.js, Amplitude, Sprig, Qualtrics, Mixpanel, GitHub, JIRA, Cursor, Figma Make, Google AI Studio, Magic Patterns.