

PROFILE

Product designer and systems thinker with 6+ years of experience in fintech and workflow automation, owning products from problem definition to launch. I build systems and workflows that make teams more efficient and products easier to use.

EXPERIENCE

Apr 2025 – Present

Los Angeles, CA (Remote)

Product Designer [Happy Money](#)

Consumer lending platform; design partner for originations, servicing, and partner channels.

- **Led a design system transformation** that resolved usability and accessibility issues in legacy components, building AI-optimized, mobile-first foundations (tokens, typography, atomic components) and a validated Figma-to-Cursor pipeline that generates production-aligned components directly from design.
- **Reduced loan offer decision time by 68%** and lifted offer-to-verification advancement by 14.9pp (21% → 36%, n=110K+) by redesigning the offers page's information hierarchy around the metrics users valued most.
- **Raised Plaid bank-linking selection from 76.5% to 86.5%**, cut skip rate from 23.5% to 13.5%, and lifted verification completion by 11.7pp (52% → 64%) by redesigning the bank account connection and document-upload flow mobile-first, with recovery paths for error states found through heatmaps and funnel analysis.
- **Helped originate \$31M+ in loans with zero acquisition cost** by defining MVP scope and success metrics and designing the end-to-end refinance flow, which earned an accelerated, funded Phase 2.
- **Drove 21% higher homepage engagement** with a self-initiated, AI-built POC grounded in behavioral analytics and adopted as the live homepage after review with the VP of Product and Marketing; cut partner delivery time by 40% with white-label patterns for Credit Karma (60.43% conversion), MSUFCU, and Experian.
- **Set up the marketing website's 6 most-visited pages in Claude Design** so PMs and marketing can update them independently; separately built agentic workflows to create and update the design system, execute the rebrand, and update product pages, plus an instruction manual that lets Halle, the internal agentic AI, conduct user research and identify opportunities.

Jul 2024 – Mar 2025

St. Louis, MO (Remote)

Product Design Lead [Tallyfy](#)

- **Reduced task completion time by 30%** and boosted user engagement by establishing a design system and applying the JTBD framework to redesign automations, tracker, and task flows in a B2B business process management SaaS app.
- **Increased qualified leads and user satisfaction** by leading UX strategy, redesigning the onboarding flow, and introducing AI-driven SEO landing pages that improved content discovery and conversion rates.
- **Assessed user flows to find bottlenecks** and redesigned the workflow read view to be printable and shareable, so customers could see which action to take next, contributing to higher retention and engagement.

Jun 2023 – Dec 2023

Denver, CO

Product Designer [Ria Money Transfer, XE](#)

- **Led the end-to-end design and launch of digital gift cards** for a new market, partnering with Nubank, Brazil's largest neobank, to embed the gift card flow within their mobile app.
- **Reduced error-driven drop-off in the payments funnel by 80%** by redesigning error resolution in the money transfer app and designing for previously unaddressed error scenarios, uncovered through data analytics, customer interviews, and customer feedback.
- **Improved accessibility** by incorporating WCAG guidelines into the design system, updating design tokens, component interactions, and page layout templates while advocating for best practices and compliance.

Jul 2020 – Aug 2022
London, UK

Sr. UX Designer [Alterest](#)

- **Improved usability by 70%** for a fintech SaaS platform by establishing a scalable design system, revamping the platform into a self-serve portal, and launching 15+ features such as workflows and customizable reports with clients and cross-functional teams.
- **Launched a terminal-based report generation tool** for technical users, including business and financial analysts working in SQL and portfolio and asset managers, grounded in qualitative and quantitative research and validated through user testing.
- **Established user-centered design practices**, including user flows, information architecture, wireframing, and usability testing, so each design decision tied to user needs and business goals.
- **Led the creation of a visual brand identity**, keeping platform interfaces and marketing collateral consistent and owning the overall look and feel of the product.

Oct 2018 – May 2020
Bangalore, India

UX Designer & Co-founder [Webelves](#)

- **Led design operations and deliverables for 8 clients**, managing a team of 4 designers with an agile approach and growing design projects by 200% within 10 months.
- **Designed and launched a point-of-sale (POS) system** for restaurant owners, adopted by all food and beverage clients.

Jul 2017 – May 2019
Bangalore, India

Tech Analyst [Standard Chartered Bank, GBS](#)

- **Delivered 50+ integration projects** with global middleware teams, keeping new features consistent across banking platforms.

SKILLS

Product design, UX/UI, interaction design, visual design, user flows, wireframes, working prototypes, AI-assisted prototyping, design engineering, design-to-code workflows, design systems, component libraries, information architecture, responsive design (mobile and web), accessibility (WCAG), typography, iconography, data visualization, graphic design, Lean UX, iterative design, user interviews, usability testing, A/B testing, heuristic analysis, competitive analysis, contextual inquiry, card sorts, user personas, storyboards, funnel analysis, product metrics

TOOLS

Figma, FigJam, Figma Make, Figma MCP, Cursor (agent mode), Claude Code, Claude Design, Google AI Studio, Magic Patterns, Framer, Miro, Maze, Sketch, Adobe Creative Cloud (Photoshop, Illustrator), HTML, CSS, JavaScript frameworks, P5.js, GitHub, FullStory, Sprig, Datadog, Amplitude, Mixpanel, Qualtrics, JIRA

EDUCATION & RECOGNITION

MS, Creative Technology and Design

University of Colorado, Boulder · Aug 2022 – May 2024 ·
Human-Computer Interaction (HCI) · 4.0 GPA

B.Tech, Electronics Engineering

Vellore Institute of Technology · Jul 2013 – May 2017

- 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, iPact'17, IEEE Conference