Ishita Dey

PRODUCT DESIGNER

San Francisco, CA
ishitadey.com (password: hello@dey)
linkedin.com/in/ishita-dey
312-684-6727
ishitadey.p@gmail.com

Product designer with 6+ years in fintech and workflow automation, from consumer lending and payments to B2B productivity apps, owning products from problem definition to launch. I build design systems and AI-powered workflows that make teams more efficient and products easier to use.

UX DESIGN

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, Figma, FigJam, Figma Make, Figma MCP, Cursor (agent mode), Claude Code, Claude Design, Google AI Studio, Magic Patterns, Framer, Sketch, Adobe Creative Cloud (Photoshop, Illustrator), HTML, CSS, JavaScript frameworks, P5.js

UX RESEARCH & OTHERS

User interviews, usability testing, A/B testing, surveys, qualitative and quantitative research, behavioral analysis, heatmap and session replay analysis, funnel analysis, product metrics, research synthesis, jobs to be done (JTBD), heuristic analysis, competitive analysis, contextual inquiry, user personas, storyboards, Maze, FullStory, Sprig, Datadog, Amplitude, Mixpanel, Qualtrics, Miro, GitHub, JIRA

EXPERIENCE

Apr 2025 – Present
San Francisco, CA (Remote)

Product Designer Happy Money

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

- Led a design system transformation to resolve 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, **enabling engineering to remove ~9K lines of one-off code**.
- Redesigned the loan offers page's information hierarchy around the metrics users valued most, identified through behavioral analytics, in-product surveys, CX calls, and competitive research, **cutting offer decision time by 68%** and lifting offer-to-verification advancement by 14.9pp (21% → 36%, n=110K+).
- Redesigned the bank-linking and document-upload flow mobile-first after heatmaps and funnel analysis exposed error states, mapping states and edge cases and testing recovery paths, **raising the Plaid account connection rate from 76.5% to 86.5%**, cutting skip rate from 23.5% to 13.5%, and lifting verification completion by 11.7pp (52% → 64%).
- Designed the end-to-end refinance flow to drive conversion and customer lifetime among existing customers, defining MVP scope and success metrics, surveying customers, mapping journeys, and testing prototypes before a controlled release, **helping originate ~$50M in loans with zero acquisition cost** and earning an accelerated, funded Phase 2.
- Built a self-initiated homepage POC in Claude Design on the component library after analytics showed low engagement and CX calls surfaced trust issues; after VP of Product and Marketing review, the team rebuilt the live homepage from its code, **driving 21% higher engagement**.
- Created white-label patterns where only content, colors, and logos change per partner so one design serves every partner channel, **cutting partner delivery time by 40%** for Credit Karma (60.43% conversion), MSUFCU, and Experian.
- Built agentic workflows to create and update the design system, execute the rebrand, and update product pages, and set up the 6 most-visited marketing pages so PMs and marketing self-serve, **completing almost 70% of the rebrand work, which shipped in two months**; also built a skill that lets Halle, the internal agentic AI, run user research.

Jul 2024 – Mar 2025
St. Louis, MO (Remote)

Product Design Lead Tallyfy

— Redesigned automations, tracker, and task flows in a B2B business process management SaaS app by establishing a design system and applying the JTBD framework to customer interviews, support tickets, and live session analysis, **reducing task completion time by 30%** and boosting user engagement.

— Led UX strategy, redesigning the onboarding flow after finding users struggled to complete the setup tasks needed to customize their dashboards, and designing templates for AI-driven SEO landing pages marketing could generate on their own, **increasing user satisfaction, qualified leads, and conversion rates**.

— Redesigned the workflow read view to be printable and shareable after analytics, session recordings, and support tickets revealed bottlenecks, so customers could see their next action, **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 flow within their mobile app, **opening a new revenue line**.

— Redesigned error resolution in the money transfer app after data analytics, customer interviews, and customer feedback uncovered previously unaddressed error scenarios, designing for each one, **reducing error-driven drop-off in the payments funnel by 80%**.

— Incorporated WCAG guidelines into the design system by updating design tokens, component interactions, and page layout templates and advocating for best practices and compliance, **improving accessibility across the product**.

Jul 2020 – Aug 2022
London, UK (Remote)

Sr. UX Designer Alterest

— Revamped a fintech SaaS platform into a self-serve portal by establishing a scalable design system and launching 15+ features such as workflows and customizable reports with clients and cross-functional teams, **improving usability by 70%**.

— Designed and launched a terminal-based report generation tool for business and financial analysts working in SQL and portfolio and asset managers, grounded in qualitative and quantitative research and user testing, **giving them a validated way to generate reports**.

— Led the creation of a visual brand identity to keep platform interfaces and marketing collateral consistent, **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, **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**.

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