Ishita Dey

PRODUCT DESIGNER

San Francisco, CA
ishitadey.com
linkedin.com/in/ishita-dey
312-684-6727
ishitadey.p@gmail.com

Product designer who sets the roadmap and still makes the icons. Across 6+ years in fintech and workflow automation, has led work end to end, from research and strategy to launch. Builds the design systems underneath and workflows leveraging AI, so a small team delivers like a bigger one.

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 Design, Google AI Studio, Framer, Sketch, Adobe Creative Cloud (Photoshop, Illustrator), HTML, CSS, JavaScript frameworks

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.

- Moved engineering from page-by-page builds to a component library, removing ~9K lines of one-off code so fixes apply product-wide, by leading a design system rebuild that fixed usability and accessibility issues, with AI-optimized, mobile-first foundations (tokens, typography, components) and a Figma-to-Cursor pipeline.
- **Cut loan offer decision time by 68%** and lifted offer-to-verification by 14.9pp (21% → 36%) by redesigning the offers page around the metrics users valued most, found through analytics, surveys, and CX calls.
- **Raised the Plaid account connection rate from 76.5% to 86.5%** and verification completion by 11.7pp (52% → 64%) by redesigning the bank-linking and document-upload flow mobile-first to reduce drop-off, mapping edge cases and adding error recovery paths.
- **Helped originate ~$50M in loans** with zero acquisition cost and earned a funded Phase 2 by designing the end-to-end refinance flow to keep existing customers longer, defining MVP scope, testing prototypes, and launching through a controlled release.
- Drove 21% higher homepage engagement with a self-initiated Claude Design POC that addressed low engagement and trust issues found in analytics and CX calls; after it won VP of Product and Marketing buy-in, the team rebuilt the live homepage from its code.
- **Cut partner delivery time by 40%** for Credit Karma (60.43% conversion), MSUFCU, and Experian by creating white-label patterns so one design serves every partner, changing only content, colors, and logos.
- **Completed almost 70% of the rebrand work in two months** by building workflows leveraging AI to update the design system, rebrand, and product pages; also set up the 6 most-visited marketing pages so PMs and marketing self-serve, and built a skill so Halle, the internal AI agent, runs user research.

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

Product Design Lead Tallyfy

— **Reduced task completion time by 30%** and boosted user engagement by introducing a design system to standardize a B2B business process management SaaS app and applying the JTBD framework to redesign automations, tracker, and task flows.

— Increased user satisfaction, qualified leads, and conversion rates by leading UX strategy: redesigned the onboarding flow after finding users struggled with the setup tasks needed to customize their dashboards, and designed templates for AI-driven SEO landing pages marketing could generate on their own.

— Contributed to higher retention and engagement by redesigning 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.

Jun 2023 – Dec 2023
Denver, CO

Product Designer Ria Money Transfer, XE

— Opened a new revenue line by leading 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.

— **Reduced error-driven drop-off in the payments funnel by 80%** by redesigning error resolution in the money transfer app after data analytics, customer interviews, and customer feedback uncovered previously unaddressed error scenarios.

— Improved accessibility across the product by adding WCAG guidelines to the design system, updating design tokens, component interactions, and page layout templates, and advocating for best practices and compliance.

Jul 2020 – Aug 2022
London, UK (Remote)

Sr. UX Designer Alterest

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

— Gave business and financial analysts working in SQL, and portfolio and asset managers, a validated way to generate reports by designing and launching a terminal-based report generation tool grounded in qualitative and quantitative research and user testing.

— Kept platform interfaces and marketing collateral consistent by leading the creation of a visual brand identity and owning the overall look and feel of the product.

Oct 2018 – May 2020
Bangalore, India

UX Designer & Co-founder Webelves

— **Grew design projects by 200% within 10 months** by leading design operations and deliverables for 8 clients and managing a team of 4 designers with an agile approach.

— Won adoption from all food and beverage clients by designing and launching a point-of-sale (POS) system for restaurant owners.

Jul 2017 – May 2019
Bangalore, India

Tech Analyst Standard Chartered Bank, GBS

— Kept new features consistent across banking platforms by delivering 50+ integration projects with global middleware teams.

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