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 from research and strategy to launch. Builds the design systems underneath and workflows leveraging AI that multiply team output and speed up delivery.

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, information architecture, responsive design, accessibility (WCAG), data visualization, graphic design, Lean UX, iterative design, user interviews, usability testing, A/B testing, surveys, behavioral analysis, funnel analysis, product metrics, research synthesis, user personas, storyboards

TOOLS

Figma, Cursor (agent mode), Claude Code, Claude Design, Google AI Studio, Magic Patterns, Framer, Sketch, Adobe Creative Cloud (Photoshop, Illustrator), HTML, CSS, JavaScript frameworks, Maze, FullStory, Sprig, 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 so fixes apply product-wide, by rebuilding a legacy design system full of usability and accessibility issues; ran discovery with frontend engineers, proved the approach with a Figma-to-Cursor POC, and shipped AI-optimized, mobile-first foundations in phases.
- **Cut loan offer decision time by 68%** and lifted offer-to-verification by 14.9pp (21% → 36%) by restructuring the offers page so loan options were easier to compare, ordering it around the metrics users valued most as found through session data, surveys, CX calls, and competitive research.
- **Raised Plaid account connection from 76.5% to 86.5%** and verification completion by 11.7pp (52% → 64%) by redesigning bank linking and document upload to stop drop-off; used heatmaps and funnel analysis to find failure points, mapped states and edge cases, tested error recovery paths, and iterated on layout after launch.
- **Helped originate ~$50M in loans** with zero acquisition cost by designing the refinance flow to extend customer lifetime; gauged interest through surveys, ran story-mapping workshops, mapped journeys, tested prototypes, and launched through a controlled release that earned a funded Phase 2.
- Lifted Check My Rate click-through by 21% by reworking the homepage after analytics showed low engagement and CX calls surfaced trust issues; built a self-initiated POC in Claude Design that the team rebuilt as the live homepage, and set up the top 6 site pages there so PMs and marketing self-serve.
- **Reduced partner delivery time by 40%** for Credit Karma (60.43% conversion), MSUFCU, and Experian with a white-label funnel where only foundations change per partner, so every launch reuses one design.
- Completed the rebrand across all product surfaces in two months by leveraging AI for almost **70%** of the work, moving to a more mature, action-oriented brand; built agent workflows to update the design system and product pages, wrote token rules for the agent, and reviewed every output for accuracy.

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

Product Design Lead Tallyfy

- **Reduced task completion time by 30%** by introducing a design system to standardize a B2B business process management SaaS app and rebuilding automations, tracker, and task flows around JTBD insights from customer interviews and support tickets.
- Increased user satisfaction and qualified leads by leading UX strategy: reworked onboarding after users struggled with dashboard setup, and created AI-driven SEO landing page templates for marketing.
- Contributed to higher retention and engagement by redesigning the workflow read view to be more actionable when printed and shared, after analytics, session recordings, and support tickets revealed bottlenecks.

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 in Brazil, partnering with Nubank, Brazil's largest neobank, to localize the flow and build it within Nubank's design system for 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