
Anita Tsai

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Vision-led Product Designer with 5+ years delivering end-to-end fintech experiences across mobile and web. Skilled at defining product strategy, crafting user-centric flows, and translating research into elegant UX solutions that drive business impact and cross-functional alignment.

Experience

Marqeta

Product Designer

Jun 2024 - Present, USA

- Owned end-to-end design for **Money Movement** across web and native mobile, including SDK tooling, white-label apps, and core financial flows such as account linking and fund transfers. Drove cross-functional alignment in ambiguous situations, enabling the successful launch of the **Uber Pro Card UK app** with **22K+ disbursements and £233K in funds moved in two weeks.**
- Led design of **Consumer Buy Now Pay Later** experiences, driving feature enhancements through iterative testing and research. Developed user research plans and achieved **4+/5 usability and satisfaction scores.**
- Built foundational offerings for **Business Lending** and **Cash Advance** products by leading research, defining user journeys, and creating mockups to shape MVP scope and product vision.

dPO Technologies | Startup

Founding Product Designer

Aug 2023 - May 2024, USA

- Built the platform from the ground up, designing end-to-end experiences connecting commercial property owners with trucking companies for parking and storage solutions.

Artzy Inc | Startup

Founding Product Designer

Jul 2021 - Dec 2021, Taiwan

- Designed a talent-matching platform from scratch to launch, secured pre-A round funding.

JKOPay | Digital Wallet

Product Manager and UX Designer

Feb 2019 - Sep 2020, Taiwan

- Designed and launched an end-to-end native messaging app on iOS and Android, achieving 2M+ downloads and **#1 in Taiwan's App Store** Social category, reporting directly to the CEO.

Education

University of Texas at Austin

MS in Information Science (HCI), Jan 2022 - Dec 2023

National Taiwan University

BS in Economics, Class of 2018