



# CASS HEBERT

UX product design and product management leader with 9+ years of experience

## Honors

**Best Investment Research Tech Finalist** @ Benzinga Global Fintech Awards for BondLink's Investor Portal (2023)

**Data Initiative of the Year** @ US Fintech Awards for BondLink's Debt Data (2022)

**BondLink Values Award** for demonstrating innovation, civic responsibility, teamwork, and a strong ownership mentality (Q3 2022)

**Public speaker** at an event for young professionals in tech (2019)

**Panelist** at General Assembly speaking to junior designers (2019)

**GovTech Top 100** for BondLink's product suite, first earned when we joined the team (2018-2024)

**Case study for UX work published** on official .gov site for the City of Boston (2018)

## Education & Certifications

**Product Management Essentials Certificate** from University of Maryland on Coursera (2024)

**Human-Computer Interaction Certificate** from the Interaction Design Foundation, remote (2018)

**User Experience Design Immersive Certificate** from General Assembly in Boston, MA (2018)

**B.S in Music & Business, Minor in Writing** from Northeastern University in Boston, MA (2016)

## Current Role

### Senior Product Designer & Product Manager | NoFraud

**2025-Now**, B2B SaaS, AI- and data-driven fraud prevention

Leads end-to-end product strategy and design for a mature B2B SaaS platform delivering AI- and data-driven fraud solutions for e-commerce merchants. Owns discovery through delivery, translating complex risk, data science, and machine-learning systems into clear, usable workflows while modernizing a 10-year-old product through design system evolution using Tailwind CSS Catalyst. Helping guide platform alignment following acquisition of Yofi.

## Experience

### Founding Product Design Advisor & Head of Product Design |

#### Meka Bear Industries

**2024-2025**, B2B2C innovative fintech mobile app & responsive web app

Established the zero-to-one product design foundation for FLX Global Exchange's pilot product exploring a novel exchange model in the private aviation industry, translating an innovative concept into a complete, production-ready product vision. Designed the full end-to-end experience and a comprehensive design system from scratch, conducted usability studies to validate core workflows, and partnered closely with the founder to shape product strategy and early go-to-market thinking.

### Lead Product Designer | BondLink

**2018-2024**, B2B B2G SaaS, government transparency in bond market

Drove end-to-end design for municipal finance products within regulated, data-sensitive environments, spanning discovery, strategy, UX/UI design, and engineering handoff. Designed the industry's first automated debt management tool, earning Data Initiative of the Year at the 2022 US Fintech Awards, while creating analytics and operations tools that transformed complex financial data into intuitive dashboards and contributing to the company's custom design system.

**2022-2024**

**Expanded scope to include product management responsibilities** during a critical transitional period, supporting product strategy, roadmap planning, and backlog prioritization while continuing to operate as lead designer. Conducted user and market research, translated insights into product requirements, and collaborated cross-functionally to align stakeholders and delivery.

### UX/UI Designer | Cinch Financial

**2018**, B2C AI-powered personal finance mobile app

Designed an AI-powered personal finance mobile application focused on holistic financial wellness and meant to be "your pocket CFO," applying user research, rapid ideation, and design thinking within an Agile, cross-functional environment.

### Senior Community Experience Manager | Workbar

**2016-2018**, CX/experience design for a coworking space

Managed the Cambridge location team, enhancing onboarding, gathering feedback, and refining processes to improve member experiences while running research initiatives, leading workshops, mentoring staff, and presenting data-driven reports to executives.

Let's connect, make great products, and do great things

