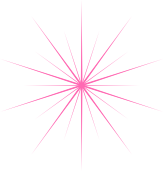


# Natasha John, Product Designer



NATASHAJOHNUX@GMAIL.COM +1 510 602 7449 [LINKEDIN](#) [PORTFOLIO](#)

Product Designer with 3+ years of experience designing AI-native products and scalable design systems. Background in early-stage B2B and B2C, with a focus on AI-assisted workflows and making complex systems feel simple for domain experts. Excited to bring strong craft, systems thinking, and a high bar for execution to a team building the next generation of software.

## DecoverAI

Product Designer  
Jun 2025 - Present

DecoverAI is an AI-powered legal intelligence platform that helps law firms cut down hours of manual review. It's processed over 30 million documents and contributed to more than \$15M in settlements by speeding up discovery and research.

- Led end-to-end design of AI-assisted workflows that made complex AI reasoning legible and trustworthy for users, surfacing critical insights, clearly explaining model outputs, and providing source-level attribution, empowering domain experts to confidently interpret and act on AI-generated results with greater speed and accuracy.
- Designed the end-to-end document review system for an AI-powered legal platform, replacing a spreadsheet-based workflow and reducing a client's 4-week review process to 3 days, saving \$147K in attorney hours.
- Built and maintained a component library that standardized UI patterns across the product, improving design-to-engineering handoff consistency and enabling faster iteration across all four core features.

## Lessonpal

Product Designer  
Jan 2023 - Sep 2025

Lessonpal is the most affordable global tutoring platform, linking thousands of students with tutors worldwide across 1200+ subjects to make personalized learning easy and accessible.

- Owned end-to-end product design of discovery, booking, and purchase experiences for 9k+ tutors, leading user research, customer journey mapping, and high fidelity prototyping, achieving a 77% conversion rate.
- Led cross-functional collaboration (Product, Tech, and Customer Support) to streamline booking and engagement flows, applying user-centered design, and aligning user needs with business goals, reducing tutor no-shows to under 5%.
- Conceptualized, designed and launched growth initiatives including a referral program and programmatic landing pages, driving 20,000+ new user sign-ups in three months and increasing organic traffic 10x through SEO optimization.

## Talkster

Product Designer  
Mar 2025 - Dec 2025

Talkster is an English learning app designed to help blue- and gray-collar workers in India build confidence in spoken English for everyday and professional communication.

- Led the launch of a B2C English learning app, owning end-to-end UX design, establishing the design system and UI, and leading core user experiences for fluency, grammar, and vocabulary.
- Designed social and conversational learning experiences that combine voice input and AI-guided scenarios, enabling learners to practice spoken English with peers and build confidence through realistic conversation, via rapid iteration and collaboration with the Eng team, piloting with 150—200 early users and receiving ~90% positive feedback.
- Partnered cross-functionally with Product, Engineering, and AI/ML teams to design practice and feedback experiences that analyze users' spoken responses to deliver personalized gamified guidance on fluency, grammar, and vocabulary, adapting exercises and reinforcing progress over time.

## SKILLS & TOOLS

Figma, Adobe Creative Suite, Sketch, End-to-End User Flows, Interaction Design, Prototyping, Information Architecture, Accessibility, Systems Thinking, Design Systems & Component Libraries, Cross-Functional Collaboration, Stakeholder Alignment, User-Centered Product Decision-Making, AI-Assisted Workflows, Designing LLM-Powered Experiences, Designing Explainable AI Interfaces, Speech-to-Text Interaction Design

## AI STACK

Claude  
Cursor  
Figma AI & Make  
UX Pilot  
Lovable  
Granola

## EDUCATION & CERTIFICATIONS

**Google UX Design Certificate Coursework (2022)**  
Foundations of User Experience (UX) Design; Start the UX Design Process: Empathize, Define, and Ideate; Build Wireframes and Low-Fidelity Prototypes

**University of California, Davis (2021)**  
B.S. in Cognitive Science, Neuroscience