

Austin Griblin

Senior Product Designer, New York City

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Impact	\$43M+ funded across 51,000+ loans	8× loans funded 3,206 to 26,399 in a year	32 lenders live in production	3-week rollout per lender, was months
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Experience	Lead Product Designer Business Warrior	Mar 2022 – Present
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- Founding designer of PayPlan, a configurable white-label lending platform built after the company pivoted into lending. Designed 250+ screens across application, underwriting, servicing, collections, and reporting.
- Owned a BTC-backed line of credit product end to end: scoped it with leadership, designed 80+ screens across borrower portal, admin console, and application flow, and reached MVP in under six months.
- Built a token-based design system shared by three white-label products and defined product configuration with engineering, cutting lender rollout from months to three weeks.
- Traced a nearly 30% application drop-off to distrust of the Plaid bank connection, then redesigned it to explain what data is collected and why, cutting abandonment rates.
- Lead product design and share product ownership with the head of product: write development tickets and user stories, prioritize the roadmap, and run lender demos. Also managed a two-person marketing design team to build decks and client websites.

Product Designer Business Warrior	Jan 2021 – Mar 2022
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- One of two designers on a SaaS product that scored small businesses’ online presence and marketing. Designed the phone and web app from research through shipped screens.
- Designed the company marketing website and led multiple redesigns. Kept on as the only designer when the company pivoted into lending in March 2022.

Founder & Creative Director East Ivy Design	Jan 2020 – Present
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- Founded and run a design studio, taking hospitality, small-business, and creative clients from concept and UX through visual design to shipped, e-commerce-ready sites.
- Designed 15+ complete brand identities (logos, type and color systems, and applied collateral) across hospitality, podcasts, athletics, and apparel, including streetwear brand Undeclared and UFC champion Sean O’Malley.

UX Designer Blk Bot Agency	May 2019 – Dec 2019
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- Designed and shipped e-commerce sites for cosmetics brands TMF and Citrine Beauty, and produced display ads, email campaigns, pitch decks, and tradeshow merch.

Skills	Design: Product design, design systems, prototyping, user research Tools: Figma, Framer, Webflow, Adobe Creative Cloud, Claude Code for prototyping
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Education	Arizona State University B.S. Marketing, B.S. Global Business summa cum laude
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