

Austin Griblin

Senior Product Designer. I take fintech products from zero to shipped.

- New York, NY
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\$43M+ funded across 51,000+ loans	330+ screens designed for PayPlan	32 lenders launched to production	3-week rollout per lender, down from months
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Founding Product Designer • Business Warrior

New York, NY | 2021 – Present

- › Built PayPlan from zero, a configurable white-label lending platform: defined scope with the head of product and designed 250+ screens across borrower application, underwriting, servicing, collections, and portfolio reporting.
- › Took the platform from first design file to first funded loan in 11 months. Funded loans grew from 3,206 in 2024 to 26,399 in 2025, on track for 36K+ in 2026.
- › Owned a BTC-backed line of credit 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 unifying applications, underwriting, and servicing across three white-label products. Defined product architecture and configuration with engineering, cutting new lender rollout from months to three weeks.
- › Share product ownership with the head of product: write specs, acceptance criteria, and user stories, prioritize the roadmap, and run demos and onboarding for incoming lender clients.
- › Lead design across product and marketing: set the process, conduct research, and review 100% of builds and deliverables. Managed a two-person design team that produced 50+ ad creatives, pitch decks, and lender websites.

Founder & Creative Director • East Ivy Design

New York, NY | 2020 – Present

- › Founded and run a full-service 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 Undefeated and UFC champion Sean O'Malley.

UX Designer • Blk Bot Agency

Phoenix, AZ | May 2019 – Dec 2019

- › Designed and shipped e-commerce sites for cosmetics brands TMF and Citrine Beauty, working with an in-house illustrator and developer to take each site from concept through launch.
- › Produced the full marketing design range for top beauty brands: display ads, email campaigns, pitch decks, and tradeshow merch, on fast turnarounds with a small team.

Education B.S. Marketing • B.S. Global Business, Arizona State University	Software Figma • Adobe CC • Jira • Confluence • Notion • Claude	Development Webflow • Framer • Bootstrap • HTML / CSS
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