

# Isha Dubey

Senior Product Designer skilled in consumer finance, visual design, and cross-functional collaboration. Focused on building accessible, high-impact experiences for credit-challenged users.

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## EXPERIENCE

### Snap Finance — *Senior UX Designer*

Feb 2022 - Present

- **Designed and executed A/B and multivariate experiments** (variants A through G) for Plaid verification on the Snap mobile app; winning variants (A and G) reduced drop-off by 12% and drove a significant +267% lift in last-click revenue (increasing **from \$5.8M to \$13.1M**).
- Served as a strategic collaborator with Engineering and Data, solving 21+ edge cases in refinance flows caused by API limitations and system misalignments, resulting in more reliable user experiences.
- **Led UX architecture for Prove identity verification**, designing a faster and more secure fraud-prevention experience for credit-challenged and first-time credit users.
- Increased revenue per application by **\$30** by reducing First Default Payment cases, delivering **~\$15M in annual value**.
- Improved return-customer completion time from **11 to 5 minutes** through flow simplification and craft-level UI refinement.
- Increased revenue impact by **\$30 per application by designing** fraud-risk aware UX architecture, reducing FDP (First Default Payment) cases. This translated to **\$15M** in annual value at scale.
- Initiated cross-promotion flow contributing to **1M+ Seen downloads**.

### Clearspeed — *UX/UI Designer*

September 2021 - Present

UX/UI Designer for An Automated voice analytics App by delivering multi-device flows and prototypes to improve the visual design and to make it more accessible and friendly.

A web experience that increased the adoption rate by **55%**.

## SKILLS

Interaction Design  
Prototyping  
Wireframing  
User Flows  
Usability Testing  
Research Information  
Architecture  
HTML/CSS  
Data Analysis

## TOOLS

Figma  
Invision  
Jira  
Html & CSS

## EDUCATION

Master of Arts, User Experience Design — Maryland Institute College of Art (GPA 3.9)

Currently pursuing certification: AI Coding for Designers.

Certificate: UX/UI Design University of California, Berkeley.

Bachelor of Arts, Journalism, and Mass Communication, DAVV, India, GPA: 3.84

## **Feels** — *UX/UI Designer*

Side project - 2025

Designed an AI-powered sleep journaling platform informed by focus group research and external sleep-data API integration to deliver personalized reflection experiences.

## **LANGUAGES**

English, Hindi.

## **SFJAZZ** — *UX/UI Designer*

August 2021 - October 2021

Design the “Homepage, “Support” &” Membership page” increased conversion rate by **40%**. Prepared design document sets and collaborated on cross-functional teams to add value to discussions and complete an engineer hand-off.

## **Radio Zindagi** — *Researcher & Host*

March 2018 - August 2021

Conduct, Synthesize Quantitative & Qualitative Research & Conduct Competitive Audit. Plan, observe, and moderate study sessions and interviews.