

Isha Dubey

Senior Product Designer | UX Strategist | FinTech & AI Experiences

Phone: (714) 394-9433 | Email: ishadubey9@gmail.com

LinkedIn: <https://www.linkedin.com/in/isha-dubey/>

EXPERIENCE

Snap Finance — Senior Product Designer (2022 – Present)

- Designed end-to-end UX architecture for integrating Plaid and Prove, ensuring secure and seamless flows.
- 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 and designed a cross-**promotion flow between Snap and Seen**, targeting users who hit dead ends or received denials. This strategy drove adoption across Servicing and all Snap products, and directly contributed to **Seen surpassing 1M card downloads**.
- Improved conversion rates and reduced completion time for returning customers from 11 mins → 9 mins, driving measurable business impact.
- Currently exploring AI-driven personalization in fintech applications to enhance accessibility, trust, and transparency for users.

Clearspeed, San Francisco — UX/UI Designer (Contract) (Sep 2021)

- Designed multi-device flows & prototypes for an automated voice questionnaire and analytics platform.
- Improved adoption rate by 55% through accessibility-driven design and user-friendly interaction patterns.
- Collaborated with engineering and product teams to ensure consistent, scalable user experiences.

SFJAZZ, San Francisco — UX/UI Designer (Contract) (Aug 2021)

- Led redesign of Homepage, Support, and Membership pages, resulting in a 40% conversion lift.

- Delivered design documentation & specs to streamline engineering handoff and reduce delivery time.
- Partnered with marketing and product teams to align brand identity and user experience.

Renart Studio, San Francisco — UX Designer (Jun 2020 – Aug 2021)

- Created UX solutions for multiple client websites & apps, balancing user needs and business goals.
- Conducted targeted interviews and usability testing to validate design changes and improve outcomes.
- Drove end-to-end design processes from research through prototype and delivery.

Radio Zindagi, Fremont — Researcher & Host (Mar 2018 – Aug 2021)

- Conducted qualitative and quantitative research, including competitive audits.
- Synthesized research insights into user personas and opportunities for digital product concepts.
- Moderated live user interviews and study sessions to uncover pain points and behavior patterns.

SKILLS

Interaction Design | UX Strategy | Information Architecture | Wireframing | Prototyping | Design Systems | User Flows | Usability Testing | Research & Data Analysis | Accessibility

TOOLS

Figma, Jira, Miro, HTML & CSS

EDUCATION

Master's in User Experience Design - Maryland Institute College of Art (GPA: 3.9)

Certificate: UX/UI Design — University of California, Berkeley (A+ Grade)

B.A. Journalism & Mass Communication — DAVV, India (GPA: 3.84)

LANGUAGES

English, Hindi