

# Dipak Deb Nath

Product Designer · Fintech, SaaS, Healthcare & AI Products

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## SUMMARY

Product Designer with 6+ years across SaaS, fintech, healthcare, and e-commerce, taking products from research and information architecture through design systems and production-ready Figma specs. Recent work spans Mobile banking app, telehealth, EHR-integrated, and AI-powered B2B platforms built alongside founders, PMs, and engineers. Delivered a 40% lift in task completion, 30% engagement growth, and 40% retention improvement.

## SKILLS

|                 |                                                                                                                                                            |
|-----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Design</b>   | Product Design · UX Design · UI/UX Design · Interaction Design · UI & Visual Design · Design Systems · Wireframing · Prototyping · Responsive Design       |
| <b>Research</b> | User Research · Usability Testing · Journey Mapping · Information Architecture · User Flows · Competitive Analysis · A/B Testing                           |
| <b>Practice</b> | Product Strategy · MVP Scoping · Agile & Design Sprints · Design Critique · Developer Handoff · WCAG 2.1 AA Accessibility · Cross-Functional Collaboration |
| <b>Tools</b>    | Figma · FigJam · Miro · InVision · Adobe Photoshop & Illustrator · Jira · HTML/CSS                                                                         |
| <b>Domains</b>  | SaaS · Fintech & Crypto · Healthcare & Telehealth · EHR Workflows · E-commerce · EdTech · Dashboards                                                       |

## EXPERIENCE

### Independent Product Designer (Freelance)

2021 - Present

**Upwork (Top Rated)** · Toronto, ON · Concurrent with full-time roles

- Deliver end-to-end UX/UI for startup clients, from discovery through developer handoff.
- Scope PRDs and UX specs, and direct contract designers through phased delivery roadmaps.

### Product Designer (Contract)

Oct 2025 - Mar 2026

**Primary Health** · San Francisco, CA (Remote) · Telehealth

- Shipped VaxAssist, a telehealth product for vaccination eligibility, scheduling, and tracking.
- Delivered it as plugins inside existing EHR workflows, keeping clinicians in their current system.
- Cut clinical workload with a provider dashboard unifying patient history, flags, and scheduling.
- Achieved WCAG 2.1 AA across all patient and provider screens.
- Shortened sprint cycles with a design system reused across patient and provider surfaces.
- Owned flows end to end, from information architecture to annotated Figma specs for engineering.

### Lead Product Designer (Contract)

Mar 2025 - Aug 2025

**Briefly** · Toronto, ON · B2B SaaS & Digital Health

- Took an AI-powered B2B SaaS platform to beta launch: onboarding, matching, and project tracking.
- Designed Amara Health for patient consultations, prescriptions, and medication management.
- Designed Clinico for clinic scheduling, patient records, and provider coordination.
- Defined product strategy, UX architecture, and MVP scope directly with founders.
- Unified three products on one design system: components, tokens, and developer-ready docs.

## Lead UX/UI Designer

Jan 2023 - Sep 2024

**Image Appeal** · Miami, FL (Remote) · Product & Client Services

- Redesigned DomainSkate's core flows: 40% lift in task completion, 25% revenue growth.
- Grew engagement 30% and cut bounce rate 15% on the Kwiks mobile app.
- Drove a 20% sales increase across multiple client e-commerce storefronts.
- Designed an LMS (course builder, dashboards, instructor tools) and an in-game economy dashboard.
- Led 10 designers across concurrent projects using Agile sprints and design critique in Jira.

## Product Designer

Jan 2022 - Dec 2022

**Armah Lab** · Los Angeles, CA (Remote) · Fintech & Consumer Apps

- Led wallet UX for a crypto product: send/receive, transaction history, and security.
- Designed asset management and portfolio views for both novice and advanced users.
- Boosted retention 40% leading the YingCommunity app redesign.
- Cut task completion time 25% by restructuring navigation and core user flows.
- Shipped 10+ products and ran 10+ usability sessions at 95% stakeholder satisfaction.

## UI/UX Designer

Aug 2019 - Nov 2021

**Aero Design Agency** · Toronto, ON · Fintech, E-commerce & Client Projects

- Designed a mobile banking app for BRAC Bank, taking core flows from wireframes to high-fidelity UI.
- Led an e-commerce redesign that drove 40% revenue growth and improved retention.
- Conducted user research, interviews, and usability testing across client projects.
- Built wireframes, user flows, prototypes, and design systems for web and mobile.
- Delivered accessible, responsive designs aligned to each client's brand and goals.

## SELECTED PROJECTS

[IELTSly.ai](#) · Product Designer

Designed and launched an AI-powered IELTS preparation platform, defining the PRD and UX requirements. Grew the product to 14,000 free users and 1,000 paid subscribers within six months.

[Walmart Credit Card App](#) · Self-initiated UX case study

Concept native app for a Canadian card product with no existing app: spending controls, transaction management, and support chat. Benchmarked five Canadian card apps; shipped a clickable prototype and published case study.

## EDUCATION & CERTIFICATIONS

**Postgraduate Certificate, Web Design & Development** · Humber Polytechnic, Toronto · Dean's List 2026

**Postgraduate Certificate, User Experience Design** · Humber Polytechnic, Toronto · Dean's List Dec 2025

**BSc, Computer Science & Engineering** · Metropolitan University, Bangladesh 2021

**Certifications** · Google UX Design Professional Certificate · Foundations of UX Design · Accessible Layout for the Web · Rapid Usability Research for UX Designers