PAYAL BHANSALI

New York Metro Area

Senior Product & Experience Designer

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Work Experience

National Business Capital

Senior Experience Designer (Full-Time) Hauppauge, NY · Jul 2025 – Sep 2026

UX/UI Designer (Freelance) Hauppauge, NY · Feb 2025 – Jul 2025

- Translated a company-wide rebrand into the company's award-winning website and wider digital ecosystem, from Growth Stories and Capital Insights to campaigns, emails and newsletters (2026 Best Financial Services Website and 2025 Standard of Excellence, Web Marketing Association).
- Designed mobile-first website improvements informed by GA4 analytics and Hotjar behavioral insights to identify conversion friction across high-traffic website pages, reducing planned mobile page length by 27%, refining content hierarchy, and creating clearer navigation paths for clients and partners.
- Led design delivery as the primary liaison between Creative and Engineering, collaborating with front-end and Salesforce developers to translate designs into production-ready experiences. Defined requirements, prepared developer-ready specifications, coordinated page content population with a marketing associate, and conducted design QA to ensure consistency across digital touch points.
- Established the company's first design system, defining reusable components, interaction patterns, responsive layouts, typography, and WCAG AA accessibility standards to support consistency across digital experiences.
- Led the partner portal redesign for 400+ partners, from interviews and competitor research through launch; added deal-stage visibility, trust signals and mobile support, contributing to a 25% increase in partner engagement.
- Designed and shipped a simpler, smoother funding journey to replace emailed PDFs and document chasing: clients review offers live with their advisor and upload and track every document in one place, saving advisors about 20% of their time.
- Integrated AI into the design workflow (LLMs, generative tools, AI-assisted coding) across research, exploration and prototyping, cutting project timelines by at least 40% against scoped manual estimates.

Career Break · Parental leave Apr 2024 – Feb 2025

iCrossing (Hearst Corporation)

UI Designer (Freelance) New York · Sep 2023 – Mar 2024

- Contributed to the SkinCeuticals (L'Oréal) global website redesign, turning UX wireframes into responsive UI within the design system iCrossing built for the brand and extending its component library; worked with UX, creative direction, copy and client teams. Now live.
- Worked in a three-person UI, interaction and prototyping team on Bridgestone's global website, turning UX flows into responsive interfaces and interactive prototypes.

Independent

Product Designer & Creative Consultant Remote · Apr 2020 – Aug 2023

- Led a three-designer team through the Fastrack (Tata Group) mobile commerce MVP, from UX/UI to handoff, QA and launch.
- Redesigned the Titan EyePlus (Tata Group) site for product discovery; the client reported higher engagement, longer time on site and more product-page visits.
- Led AssessHub's mobile-first brand and web redesign to replace an outdated digital presence, from experience strategy and visual direction to launch.

Limited Edition

Co-Founder & Creative Lead India · Jan 2015 – Mar 2020

- Co-founded a multidisciplinary design studio and grew it to a team of ten, hiring and mentoring designers across digital, brand, campaigns and packaging.
- Served 40+ clients, B2C (textiles and apparel, restaurant chains, skincare, jewelry) and B2B (VFX), built entirely on referrals and repeat business with no marketing.
- Ran creative and operations: led client relationships and creative direction, worked with developers and printers, and delivered projects on time.

Raising iBrows

Interaction Designer India · Oct 2013 – Dec 2014

- Designed the agency's first iOS application, leading UX and UI from interaction design through launch.

Expertise & Tools

Product & Experience Design · Complex Workflows · Interaction Design · Design Systems · Responsive & Mobile-First Design · User Research & Competitive Analysis · Rapid Prototyping · Accessibility (WCAG AA)

Design & Analytics: Figma · Adobe Creative Cloud · Lottie · GA4 · Hotjar

AI & Prototyping: Claude · ChatGPT · Gemini · Midjourney · Figma AI · Figma Weave · AI-Assisted Coding/Prototyping

Education

Central Saint Martins, UAL | London
Certificate in Creative Direction · 2019

Raffles College of Design & Commerce | Singapore
Master of Commerce, Design Management · 2013

M.O.P. Vaishnav College for Women | Chennai
Bachelor of Science, Visual Communication · 2012