

AISHWARYA SATHE

Senior Product Designer · Design Systems · Design Engineer

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PROFESSIONAL SUMMARY

Senior Product Designer and Design Engineer with 5+ years of experience taking AI and fintech products from concept to production. I build design systems from scratch, translate complex requirements into reusable component patterns, and work directly in React to protect design intent through implementation. My experience spans AI evaluation, enterprise trade finance, wealth management, and AI native consumer products. I bring a sharp eye for hierarchy, spacing, typography, states, and component consistency, with clear written critique that helps designers and engineers correct drift from spec.

EXPERIENCE

Design Expert (Contract)

TasteLabs, Remote | Jul 2026 to Sep 2026

- Worked across the **Consensus**, **MCQA**, and **GC Critique** projects, applying structured design judgment to AI evaluation tasks and reviewing outputs against project criteria.
- Produced concise, evidence based critiques covering visual hierarchy, layout, spacing, typography, consistency, and overall product design quality.
- Operated in an async, quality sensitive environment with rapid turnarounds and close attention to detailed instructions.

Founding Product Designer & Front End Engineer

Northtara.ai, London, UK | Aug 2025 to Present

- Took an AI powered spiritual wellness platform from zero to 20,000 paid subscribers, owning product design and front end delivery across the customer experience.
- Designed and built the mobile first React application, integrating LLM APIs, real time data feeds, and speech to speech conversational AI across prompt design, voice UX, and implementation.
- Owned the design system at a high level from foundations through delivery: brand principles, visual foundations, reusable component patterns, responsive behaviour, and consistent application across web and mobile.
- Translated the system into React UI architecture and production components for web, iOS, and Android experiences, protecting design intent across code, API integration, and iterative product releases.

Product Designer

Tradeteq, London | Feb 2023 to Aug 2025

- Led redesign of a legacy trade finance platform, enabling 40% more deals with no headcount increase and contributing £2.3M in annual operational savings.
- Redesigned the Originator Platform used by 200+ financial institutions processing \$50M+ monthly; reduced deal origination time by 35% through clearer workflows and data hierarchy.
- Architected and maintained a design system with 60+ production ready components across four internal products, aligning reusable patterns, variants, interaction states, and implementation guidance; reduced UI inconsistencies by 80% and accelerated feature development by 30%.
- Designed complex reconciliation, cashflow, interest, and coupon workflows; research and usability testing helped reduce operational support queries by an estimated 30%.

UI Designer

Aluna Partners, London | Jan 2022 to Jan 2023

- Redesigned the core investment portfolio interface used by 500+ wealth managers, improving NPS by 20 points through simplified navigation and clearer data hierarchy.
- Built a Figma design system with 35+ reusable components, reducing prototyping time by 40% and establishing consistency across three product lines.

Product Designer

Freelance, London | Mar 2021 to Dec 2021

- Redesigned fintech dashboards, transaction flows, and reporting experiences; one engagement contributed to a 25% improvement in first month user retention.
- Designed responsive web experiences and translated research and competitive analysis into prioritised product roadmaps and engineering ready handoff.

SELECTED DESIGN SYSTEM EVIDENCE

Northtara.ai | zero to one system ownership

Defined brand and visual foundations, reusable product patterns, responsive behaviour, and cross platform consistency; carried the system into React UI architecture and production components across web and mobile.

Tradeteq | enterprise cross product system

Architected and maintained 60+ production ready components used across four internal products, aligning patterns, variants, states, and implementation guidance. Measured outcomes: 80% fewer UI inconsistencies and 30% faster feature development.

Aluna Partners | reusable Figma library

Built a 35+ component system used across three product lines, reducing prototyping time by 40% and establishing a consistent interface language for wealth management workflows.

DESIGN SYSTEMS & PRODUCT EXPERTISE

Design systems

Systems architecture · Component libraries · Reusable patterns · Visual foundations · Variants, states, and responsive behaviour · Documentation and handoff · Visual QA and adherence critique · Accessibility (WCAG 2.2)

Product design

Product strategy · Interaction design · Information architecture · User research · Moderated usability testing · Workshop facilitation · Metrics driven iteration · Enterprise B2B SaaS · Mobile design

AI evaluation & AI native product work

Design quality evaluation · Written critique · AI assisted design and development · LLM interaction patterns · Prompt engineering · Conversational and voice UI · Human oversight and transparency patterns

TOOLS & ENGINEERING

Design: Figma (Advanced) · Framer · FigJam · Miro

Engineering: React · Front end implementation · LLM/API integration · Voiceflow · Linear · Agentic workflow design

AI tools: Claude · Cursor · Cline · V0.dev · Midjourney · Pencil

Research & analytics: Maze · Lookback · UserTesting · Mixpanel · Amplitude · Google Analytics

EDUCATION

Master of Design, Graphic Design

Sheffield Hallam University | Sep 2019 to Nov 2021 | Higher Distinction · SSA Dean's Award

Bachelor of Fine Arts, Visual Communication Design

India | Nov 2014 to May 2018 | Distinction

THOUGHT LEADERSHIP

Writer at *Designing with AI* on Substack and Medium, covering AI evaluation, LLM interaction patterns, agentic UX, generative UI, responsible AI, and how design systems evolve for AI native products. Active in London's AI design community and focused on practical human AI collaboration.

LANGUAGES

English (Professional) · German (Beginner)