

ANNLEI

Senior Product Designer · AI & Conversational Products · Fintech · B2B & Consumer Mobile
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SUMMARY

Senior Product Designer with 6 years building AI-native and enterprise fintech products at scale — from agentic conversational AI to B2B dashboards driving \$1M+ ARR and 367% adoption growth. Specializes in end-to-end design across AI surfaces, design systems, and multi-platform flows, translating complex financial products into intuitive, conversion-optimized experiences. Currently shipping production AI work on ChatGPT with expansion underway across Claude and Gemini.

PROFESSIONAL EXPERIENCE

Senior Product Designer | Remitly

Sep 2025–Present

- Designed and launched Remitly's first ChatGPT-native agentic product end-to-end — a conversational remittance experience built to drive 100K+ new customer acquisitions (NCA) annually via AI platforms.
- Served as sole UX lead across design, product, engineering, and marketing — translating fintech regulatory requirements and product complexity into a conversion-optimized conversational UI.
- Scaled Claude Code as a QA capability across 50+ designers, authored end-to-end setup documentation, provisioned team access, and led 3 training sessions, saving 2+ weeks of QA cycles by enabling real-time detection of implementation gaps without engineering escalation.

Senior UX Designer | University of Phoenix

Jul 2023–Feb 2025

- Spearheaded end-to-end UX for a B2B enterprise admin dashboard managing learner data — driving 367% adoption growth within 6 months and \$1M+ in ARR.
- Led cross-surface design strategy across onboarding, activation, marketing, and dashboard — delivering personalized experiences for two distinct B2B user types to improve activation and retention.
- Conducted iterative usability testing to overhaul information architecture — increasing user engagement 40% and reducing average time-on-task across core workflows.

Senior Product Designer | MSCI (Morgan Stanley Capital International)

Feb 2022–Jun 2023

- Designed a centralized Reports Portal consolidating financial data access across MSCI product verticals into a single interface — driving 60% client adoption growth in 3 months.
- Built and scaled a WCAG-compliant design system adopted across four product teams — reducing UI inconsistencies by 80% and accelerating design-to-development handoff by 30%.
- Designed Power BI dashboards surfacing account-level insights for the sales team — contributing to a 20% increase in upsell revenue.
- Led cross-functional strategy workshops to align product priorities and unblock execution — cutting average project turnaround time by 2–3 weeks.

UX Designer | Microsoft

Sep 2021–Feb 2022

- Designed payment user flows across desktop, mobile, and Xbox — delivering consistent cross-platform experiences that drove 20% user engagement growth.
- Ran UX testing and motion studies on high-traffic payment flows — iterating on transitions and micro-interactions to reduce friction across core user journeys.

EDUCATION

Master of Human-Computer Interaction and Design | University of Washington

Master of Visual Communication Design | Arizona State University

Bachelor of Information Systems | National Chung Hsing University

SKILLS

Tools: Figma, FigJam, Miro, Power BI, Google Analytics, Fullstory, HTML, CSS

Design & AI: Conversational AI, Agentic Product Design, MCP Integration, ChatGPT, Claude Code/Design, Design Systems, WCAG Accessibility, Motion Design, User Research, Usability Testing, Wireframing & Prototyping, Information Architecture