



Maria Banerjee (Mimi)

Senior Product Designer

Senior product designer with 5 years of experience designing B2B platforms for the automotive industry, from onboarding to ordering to payments. I bring a holistic approach to product design, balancing user needs, business goals, technical constraints, and scalability to solve complex problems and create meaningful experiences.

CONTACT

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EDUCATION

DesignLab UX Academy
Jul. 2020- May 2021

California State University, Fullerton
B.A Psychology, 2017

TOOLS

Figma

Claude

Jira

Fullstory

Useberry

Pendo

Miro

SKILLS

Problem solving

User research

Responsive designs

Prototyping

Collaboration

Empathy

Design Systems

EXPERIENCE



Senior Product Designer

2025-Present

- Redesigned dealer payments onboarding flow, more than doubling completion rate (26% → 63%) and reducing restricted accounts.
- Designed end-to-end payments experience, including third-party integration with Stripe, partnering with product managers, engineers, and support from discovery through implementation.
- Supported adjacent product initiatives by acting as an additional design partner, reviewing workflows, uncovering edge cases, and helping teams refine solutions through implementations.
- Co-owned the evolution of a shared design system, creating reusable components, defining usage guidelines, and educating cross-functional teams to improve consistency and scalability across a growing suite of products.



Product Designer

2021-2025

- Drove end-to-end design for PartsTech EX, expanding platform capabilities to labor, maintenance, specifications, and fluid data enabling the onboarding of 600+ net new shops.
- Partnered with product, engineering, and data teams to translate complex datasets and API constraints into scalable workflows for repair shops.
- Presented and defended product concepts and design recommendations to executive stakeholders, including the CEO, CFO, and VP of Product.
- Designed and iterated on core purchasing workflows, including cart improvements to streamline the repair shop ordering experience.
- Partnered with researcher and product manager to moderate user interviews and independently conduct asynchronous research and usability testing, translating customer insights into actionable design decisions.