

Michele Shi

Senior Product Designer

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Experience

Altruist - Senior Product Designers

June 2025 - Present

- Lead product design for Donor-Advised Funds, spanning advisor research, MVP definition, onboarding, account opening, granting, securities journaling, and cross-platform web/mobile experiences for a new financial product.
- Own the UX strategy for Transfers Dashboard, defining a visibility-focused MVP and designing firm-wide transfer tracking, status clarity, NIGO details, filtering, notes, and transfer workflows informed by advisor, CS, and Operations research.
- Lead design for Banking Features and HYC Growth, including Direct Deposit, Checkwriting, recurring deposits, client-led AOP re-engagement, Popular Accounts, and Always-On Promotion across advisor and client surfaces.
- Deliver complex Transfers & Cashiering workflows, including Remote Check Deposit, automated bank verification, and the Retirement Dashboard relaunch with automated RMDs, aligning Product, Engineering, Operations, Compliance, and Marketing from strategy through launch.

Jenius Bank - Senior Product Designer

October 2023 - June 2025

- Led design strategy for Jenius Bank's new responsive web app across dashboards, payments, transfers, autopay, and external-account management, translating complex banking workflows into clear desktop and mobile experiences.
- Shaped the long-term strategy for a scalable responsive design system, creating and documenting reusable components for cross-team adoption.
- Partnered with Product, Research, Engineering, Risk, and Compliance to define product vision, resolve technical and regulatory constraints, and carry work from workflow mapping through launch.
- Designed robust experiences for complex and edge-case scenarios while mentoring junior designers and improving team design-review and handoff practices.

HMBradley - Product Designer

January 2021 - October 2023

- Led end-to-end design for the Credit Product across onboarding, credit decisioning, activation, engagement, and payments.
- Designed and launched authorized users, instant digital issuance, rewards, one-click credit, and a payments experience that reduced payment failures to 0%.
- Defined requirements and user flows with Product, Engineering, Research, Legal, and Compliance; validated concepts through user testing and weekly design reviews.
- Led design handoff and documentation for efficient implementation across product, marketing, website, and content surfaces.

UpKeep Technologies - Contract Designer

June 2020 - February 2024

- Created the company's first visual identity guidelines spanning brand principles, typography, color, mission, values, collateral, and product imagery.
- Designed marketing and event collateral across email, social, conferences, billboards, infographics, and web.

Skills

Fintech product design · AI-assisted coding and codebase contributions · AI-assisted product exploration and rapid prototyping · UX/UI design · Interaction design · Quantitative and qualitative user research · Design systems · Prototyping · Product strategy

Education

University of California, Los Angeles

Bachelor of Science | 3.92 GPA