

Josie Ng

Staff Product Designer • Design Mentor

Staff Product Designer with 15+ years shipping 0-to-1 products and scalable design systems across complex consumer and merchant platforms at global scale. Track record of moving key metrics, leading cross-functional initiatives, and influencing at the executive level. Currently experimenting in AI-assisted design like Cursor, vo, and Figma Make, and shipping code alongside engineers.

EXPERIENCE

Staff Product Designer / [Headway](#)

JUN 2026

- Exploring design-to-handoff cycles using Claude for rapid concept generation, UX exploration and smooth developer hand-off

Senior Product Designer / [Block](#) - Cash App Afterpay

SEP 2024 - FEB 2026

- Sole designer owning the merchant experience vertical at Afterpay, defining design strategy across onboarding, payments, and business hub surfaces.
- Improved merchant form completion +11% by redesigning Afterpay's global onboarding across AU, US, UK, and CA.
- Improved 30-day merchant integration rate +17% across all regions post-launch.
- Grew AU merchant activation +19%, directly expanding regional revenue pipeline.
- Shipped production PRs into Afterpay Business Hub via Cursor + GitHub, bridging design-to-dev gap at the code level.
- Accelerated design-to-handoff cycles using Cursor and Figma Make for rapid concept generation and UX exploration.

Founder & Design Consultant / [Josie Ng](#)

2022 - 2024

- Grew sales +49% and orders +54% in first month post-launch for a Shark Tank-featured essential oil brand.
- Doubled organic traffic for photography clients through Squarespace redesign and SEO optimization.
- Generated new leads within launch week for a healthcare client through conversion-focused redesign.
- Delivered 25+ projects for international clients in US, Europe, and Asia across Shopify, Squarespace, Wix, and WordPress.

Principal Product Designer / [Rapyd](#) (FKA Neat)

JUN 2022 - JAN 2023

- Merged two design teams and unified design systems post-acquisition across Tel Aviv, Hong Kong, and London.
- Maintained UX quality across 50+ cross-functional stakeholders during Neat-to-Rapyd product integration.

Senior Product Designer / Neat, Hong Kong

DEC 2020 - JUN 2022

- Defined product direction for business banking customers through research, usability testing, and customer interviews.
- Shipped features and enhancements tied directly to OKRs across PM and

josie@josieng.com

[josieng.com](#)

Seattle, WA, USA (PST)

SKILLS

Craft

E2E Product Design
UI & Visual Design
Interaction Design
Prototyping
Design Systems

AI & Tools

Claude Design/Code
Cursor
Figma (Proto/Make)

Research

User Research
Usability Testing
User Interviews

Leadership

Mentorship
Stakeholder Management
Recruitment

EDUCATION

Academy of Art University

BFA Advertising & Design

LANGUAGES

English (Native)
Cantonese
(Conversational)
French (A2+)

engineering partnerships.

UI Lead → Design Lead / [HSBC \(PayMe\)](#), Hong Kong

MAY 2018 - DEC 2020

- Drove 0-to-1 launch of PayMe for Business, expanding PayMe into the SMB market.
- Led ground-up redesign of the PayMe consumer app, Hong Kong's first mobile wallet solution.
- Built and scaled an 8-person in-house design team, replacing a consultant-led model from scratch.
- Partnered with Eng, Product and Leadership to deliver under high-pressure timelines across UI and UX orgs.

Design Mentor / [DesignLab](#)

2020 - PRESENT

- Weekly 1:1 mentorship with emerging designers on product thinking, design systems, and career development.

Senior Art Director, Experience Designer / Hong Kong, Shanghai, New York

2011 - 2018

- SapientRazorfish Hong Kong, AKQA Shanghai, Dentsu/mcgarrybowen New York, Organic New York. Featured clients include Nike, Mercedes-Benz, Verizon, Chase, and Marriott.