

AISHWARYA SATHE

Product Designer · Design Engineer

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PROFESSIONAL SUMMARY

Product Designer and Front-End Engineer with 5 years of experience and a track record of taking AI and fintech products from concept to production. I work at the intersection of user research, interaction design, and front-end engineering, owning both the design and the code across platforms I ship. My background spans early-stage AI startups, enterprise trade finance, and wealth management, giving me fluency in complex regulated products as well as fast-moving consumer experiences. I thrive in environments where design and technical decisions are made together.

EXPERIENCE

Founding Product Designer & Front-End Engineer

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

- Took an AI-powered spiritual wellness platform from zero to 6,000+ paid subscribers, running a successful public beta from June to December 2025 before transitioning to a fully launched product at northtara.ai.
- Designed and built the complete mobile-first web application in React, integrating LLM APIs, real-time astrological data feeds, and a speech-to-speech conversational AI layer that translates ancient astrological texts into personalised, real-time guidance, covering prompt engineering, Voiceflow orchestration, voice UX, and front-end implementation.
- Currently leading design and front-end engineering for the iOS and Android mobile app, due to launch March 2026, covering UI architecture, component build-out, and API integration.
- Applied LLMs to map high-dimensional planetary data into visual hierarchies, making complex transit analysis immediately actionable for users with no astrological background.
- Shipped the complete brand identity and design system from scratch; integrated Google Analytics event tracking to inform weekly feature prioritisation.

Product Designer

Tradeteq, London | Feb 2023 – Aug 2025

- Led strategic redesign of a legacy trade finance platform, enabling the business to process 40% more deals with zero headcount increase and driving £2.3M in annual operational savings.
- Redesigned the Originator Platform used by 200+ financial institutions processing \$50M+ in monthly trade finance deals; reduced deal origination time by 35% through streamlined workflows and intelligent data hierarchy.
- Designed key transactional workflows including reconciliation, interest collection, cashflow management, and coupon processing; measurable reduction in user errors cut operational support queries by an estimated 30%.
- Developed a design system with 60+ production-ready components adopted across 4 internal products, reducing UI inconsistencies by 80% and accelerating new feature development by 30%.
- Ran user research programs across 15 stakeholder interviews and 25+ moderated usability tests; actively engaged in co-design workshops with internal operations and compliance teams, informing a major navigation restructure that saved an estimated 6 months of engineering rework.

UI Designer

Aluna Partners, London | Jan 2022 – Jan 2023

- Redesigned the core investment portfolio interface used by 500+ wealth managers on a platform serving high-net-worth clients, 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 visual consistency across 3 product lines.

Product Designer

Freelance, London | Mar 2021 – Dec 2021

- Redesigned core platform interfaces for a London-based fintech startup, focusing on portfolio dashboards, transaction flows, and reporting screens; contributed to a 25% improvement in user retention within the first month post-launch.
- Built and shipped responsive web pages and marketing site for the same client, owning layout, interactions, and handoff to their development team.
- Conducted user research and competitive analysis across two finance product clients, translating findings into prioritised design roadmaps that shaped their next two quarters of product development.

SKILLS & EXPERTISE

Core Competencies

Design Systems Architecture · AI/ML Product Design · Conversational UI (CAI) · Product Strategy · Enterprise B2B SaaS · User Research & Behavioural Analysis · Design Operations

AI & Engineering

React · LLM integration & prompt engineering · Voiceflow · Linear · Agentic workflow design · Speech-to-speech AI interfaces · AI-assisted development (Cursor, Cline, V0.dev, Claude, Midjourney, Pencil)

Design Tooling

Figma (Advanced) · Framer · FigJam · Miro

Research & Analytics

Maze · Lookback · UserTesting · Mixpanel · Amplitude · Snap

Domain Expertise

Fintech & Regulated Products (trade finance, payments, compliance) · AI-first product design · Mobile applications (iOS & Android)

EDUCATION

Masters of Design, Graphic Design

Sheffield Hallam University | Sept 2019 – Nov 2021 | Higher Distinction · SSA Dean's Award

Bachelor of Fine Arts, Visual Communication Design

India | Nov 2014 – May 2018 | Distinction

THOUGHT LEADERSHIP

Writer at *Designing with AI* on Substack, covering LLM interaction patterns, agentic UX, and design systems built for AI-native products. Topics span voice UI constraints, conversational design for non-technical teams, and how design systems need to evolve when outputs are generative. Actively engaged in London's AI design community on responsible human-AI collaboration.

LANGUAGES

English (Professional) · German (Beginner)