

John Rapiel

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Kiefa

Lead Product Designer • Jan 2023 - January 2025

- Sole design and product hire, scaling the platform from beta (7 pages and 0 users) to production (32 pages and 100s of daily users).
- Built and maintained a scalable design system for consistency and usability.
- Designed AI-powered document processing features for automated insights and workflows.
- Developed an embedded AI assistant to help companies extract and interact with internal data.
- Led user research through feedback sessions, advisory meetings, and on-site inquiries.
- Authored and managed help articles and feature announcements via Intercom, improving engagement and reducing support inquiries.
- Worked closely with engineers through stand-ups, QA, and feature reviews for seamless implementation.
- Used Posthog and Dovetail to analyze user trends and inform design decisions.
- Partnered with leadership on product strategy, roadmap planning, and feature prioritization.
- Represented the company at trade shows, pitching the tool and incorporating market feedback.

LeafLink

Senior Product Designer • October 2021 - December 2022

- Owned design and research efforts across three pods: Payments, Servicing, and Onboarding
- Streamlined payments onboarding from a weeks-long manual task to a fully digital two-minute process.
- Ran weekly design studios to foster collaboration and refine features.
- Facilitated cross-discipline discovery workshops to align teams on platform-wide issues.
- Improved internal servicing tools, enhancing operational efficiency.

Oliver Wyman

UX/UI Designer • July 2018 - October 2021

- One of the first product hires for OW Digital's US team.
- Worked on projects across fintech, insurance, health and wellness, environmental, freight, and others industries.
- Participated in many on-site workshops with clients to help kickstart discovery phases.
- Designed two successful covid projects at the height of the pandemic, working around the clock to get an MVP up and running to help with PPE distribution for hospital and also a global return-to-work app ensuring safe operations for employees and clients.

Freelance

UX/UI Designer • February 2018 - July 2018

Education

FIT • UI Design • 2020

General Assembly • UX Design Immersive • 2018

University of Southern Maine • Major in Communications • Minor in Marketing • 2012