Jashan Gupta

Product designer & design engineer for AI, fintech & enterprise systems

Product designer with 9 years in B2B fintech, payments, and healthcare. At Intuit I lead end-to-end design for AI agents and accounting workflows, partnering with 6+ PMs and engineering teams of 8–12 across time zones. I work AI-native and code-first, prototyping in React and shipping production code alongside engineers.

Pleasanton, CA (SF Bay Area) jashangupta2009@gmail.com +1 (240) 579-8803 jashangupta.com linkedin.com/in/jashangupta

3×
conversion rate on the AI cleanup tool
Intuit

40%
faster consolidated reporting for enterprise customers
Intuit

10%+
checkout conversion across 5 countries
Rocket Lawyer

14×
faster shipping with a new design system
Rocket Lawyer

EXPERIENCE

Intuit

Mar 2022 – Present · Mountain View, CA

Senior Product Designer · Intuit Enterprise Suite & QuickBooks

- Designed and shipped a **human-in-the-loop AI agent** that cleans up customers' Chart of Accounts and standardizes the data model, building trust and transparency by making every AI recommendation visible and reviewable; raised the tool's conversion rate from **3% to about 9%**.
- Took on an ambiguous, cross-product problem: set the design strategy and success metrics for Shared Dimensions and scaled one feature into a list-pattern framework adopted across the suite, saving customers **2–10 hours per entity each month** and making consolidated reporting **40% faster**.
- Validated the framework through **20+ interviews** with controllers, CFOs, and bookkeepers, turning research into product strategy for multi-entity accounting.
- Drove a **20%+ engagement uplift** and a **10-point PMF gain** on Project Financials, designing KPI cards, reporting, and data visualization, and shaped vision and roadmap across Expense Management, Revenue Recognition, and Fixed Assets.
- Brought AI-native workflows to the design team, prototyping in React with Claude Code and shipping production code to the GitHub repo; a visual share-out led **4–5 designers** to adopt the workflow.
- Mentor designers through structured critiques and coaching, raising design quality and shaping the team's design culture.

Rocket Lawyer

Oct 2020 – Mar 2022 · San Francisco, CA

Senior Product Designer · Legal tech · Checkout, payments & design system

- Led research and design across **4 teams**, including a checkout and payments redesign across **5 countries** that added regional payment methods and lifted conversion **10%+**.
- Improved upsell and cross-sell funnels across web and mobile e-commerce through research and iterative design.
- Initiated the company's first design system with Brand and Engineering: design tokens and an accessible (WCAG) component library documented in Storybook. Won executive buy-in for a dedicated team and cut iteration time **14×**, with adoption by **all 6 designers**.
- Built **200+ CMS components** across 5 breakpoints so content teams could compose marketing pages without design or engineering.

EXPERIENCE, CONTINUED

University of Maryland

Oct 2018 – May 2020 · College Park, MD

UX Engineer · Lift Academy, graduate assistantship

- Designed and hand-coded a new brand identity and responsive site (HTML, CSS, JavaScript), turning a buried department page into a single-purpose enrollment funnel.
- Drove a **50% month-over-month enrollment lift** and contributed to a **400% increase** in SAT-prep revenue in one year.
- Cut bounce rate from **85% to 55%** and grew time on page from 40 seconds to 3 minutes 27 seconds.

DocOn Technologies

Apr 2017 – Jun 2018 · Bangalore, India

Senior UX Designer · Healthcare

- Led a **team of 5** through end-to-end design of three healthcare products: an iOS EMR system, an appointment and queue management platform, and a patient web app.
- Ran research with 20+ participants, including 8 in-clinic contextual inquiries, and shipped DocOn TV, a waiting-room queue display that ran autonomously with **98% uptime**.
- Products reached **700+ hospitals and 1M+ patients** across India, contributing to **500% company growth** in one year.

Imi

2026

Designer & front-end engineer · Consumer AI app · Side project

- Took a consumer AI product from 0 to 1, designing and building it end to end in React Native and Expo: brand, an LLM-powered conversational coach with prompt design and output evaluation, meal planning, and photo food logging. **getimi.app** ↗

EDUCATION

MS, Human-Computer Interaction · University of Maryland, College Park · 2020 · GPA 3.92 / 4.00

B.Tech, Civil Engineering · Punjab Engineering College, India · 2014

SKILLS

Strategy & leadership: Product strategy, design strategy and vision, roadmapping, success metrics, cross-functional leadership, influence without authority, stakeholder management, executive storytelling, mentorship, design critiques, comfort with ambiguity, remote collaboration across time zones

Product design: End-to-end UX, interaction design, visual design and UI craft, typography, information architecture, user flows, wireframes, prototyping, systems thinking, data visualization, B2B SaaS, enterprise workflows, e-commerce, web and mobile, 0-to-1 products

AI product design: AI-native and agentic product design, human-in-the-loop systems, trust and transparency in AI, building on large language models (LLMs), prompt design and evaluation, conversational UX, designing for non-deterministic outputs

Design engineering: React, TypeScript, Next.js, React Native, Expo, HTML, CSS, JavaScript, Git and GitHub, design systems, design tokens, component libraries, Storybook, accessibility (WCAG)

AI-assisted building: Claude Code, Claude API, Cursor, Lovable, AI-assisted coding and rapid prototyping

Research & data: User research, customer interviews, contextual inquiry, journey mapping, usability testing, A/B testing and experimentation, data-informed design, product analytics (Amplitude, Mixpanel)

Tools: Figma, FigJam, Jira, Confluence, Notion

Domains: Fintech, accounting, payments and checkout, legal tech, enterprise software, healthcare, consumer AI