

Isaac Ost

Senior Product Designer

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WORK EXPERIENCE

IBM/American Express – Lead Product Designer (Contract) / April 2025 - May 2026

- Working through IBM as a contractor on the American Express account. Part of the Risk Decision Technology division providing lead product design support to the Global Risk Underwriting platform which manages loan risk globally for business clients.
- Led design for a new internal infrastructure monitoring platform, enabling engineers to visualize server clusters, availability zones, and pod-level data across multiple environments.
- Built interactive prototypes with figma using the Design Language System. Regularly demoed prototypes for stakeholders to gather feedback for iteration and future sprints.
- Integrated ChatGPT (Custom GPTs and Projects) into my UX workflow to optimize and maximize output.
- Conducted UX research to identify scalable design solutions.

B2B Marketing Platform – Lead Product Designer & Creator / April 2025 - Present

A personal project solving a gap I saw in website conversion optimization (CRO). I conceptualized, validated, designed, and built the entire product end-to-end. See it in action on my portfolio: [HERE](#)

- Identified a gap in existing CRO tools and validated a new concept through market and user research, which led to an engine allowing marketers to build website conversion funnels without writing code.
- Designed the full product end-to-end including information architecture, user flows, and UI, with accessibility (WCAG 2.1 AA), privacy, and legal compliance a priority from the start.
- Built and maintained the design system (tokens, components, shared patterns) across the builder tools and the embedded, customer-facing module.
- Developed an AI-assisted, ticket-based workflow anchored on source-of-truth documentation. I set the product's standards (accessibility, security, scalability, maintainability) and context in the docs, direct the build in small tickets, then review and refine every output.
- Defined and executed a GTM strategy that led to four weeks of in-depth discussions with a large cloud communications provider. Narrowed the scope of my GTM solution to bring immediate value.

American Express – Lead Product Designer (Contract) / October 2024 - December 2024 (3 mo.)

- Partnered with team of engineers to transform a prototype into a scalable web governance platform to enforce compliance (legal, privacy, accessibility, etc.) globally for all Amex websites and online assets.
- Conducted extensive UX research and synthesized this data into UX artifacts like information architecture diagrams, user personas, and product journeys, which built a comprehensive view of the entire solution.
- Designed high-fidelity mockups on Figma. Established a scalable design system powered by Amex's global design system assets, and customized this system to compliment the web governance platform.
- Collaborated directly with front-end engineers to assist them in efficient front-end implementation.

American Express – Lead Product Designer / April 2022 - February 2024 (1 yr. 11 mo.)

- Led product design for all US Consumer Banking acquisition products. This included all digital experiences that enabled the acquisition of new US consumer customers for the Savings, Checking, and Personal Loan products.
- Redesigned the end-to-end US savings application journey. Led to a 151% increase in new accounts acquired from YTD Sep'22 to YTD Sep'23. Heavy focus on research, verbiage, and data-driven design.
- Created low-fidelity assets like wireframes and high-fidelity interactive prototypes to support UX research. Incorporated Figma auto layout, variables, and components to streamline the design process.
- Established UX standards for all US banking acquisition products. Designed, maintained, and added new variables and components to the global design system that were unique to banking acquisition products.
- Collaborated closely with product managers, data analysts, UX researchers, UX copywriters, junior designers, compliance, marketing, engineers, and senior leadership to provide end-to-end UX support, encompassing ideation, research, design, iteration, implementation, and continuous improvement of products and experiences.

- Led the resolution of high priority accessibility issues that were identified in an enterprise-wide audit. Regularly hosted design workshops with stakeholders to review and iterate on designs.

Elsevier – Senior UX Designer (Contract) / December 2021 - March 2022 (4 mo.)

- Led UX design for a team of 12 that focused on new product innovation.
- Conducted extensive user research and testing to identify the best solutions for key problems. Built interactive prototypes, wireframes, and other design assets to support research.
- Transformed customer data and insights into UX design assets to facilitate rapid iteration.

PayPal – UX Designer (Contract) / June 2021 - September 2021 (4 mo.)

- Reviewed the eCommerce websites of approximately 250 small and medium sized business customers.
- Identified areas for UX improvements and gaps in the customer's integration of Paypal's payment system.
- Produced high-fidelity mockups of the properly integrated payment system to support future UX improvements.
- Designed a style guide to help standardize and improve the UX for PayPal's internal eLearning platform.

Crafted Thought LLC – Principal Product Designer / October 2018 - August 2024 (5 yrs. 10 mo.)

- Founder of EdTech startup that offers a SaaS solution for K-5 literacy instruction.
- Led multiple products from ideation to commercial launch including a web-based application and physical hardware.
- Conducted extensive UX research, built interactive prototypes, and conducted usability studies.
- Developed a unified brand identity and a scalable design system using Figma.
- Designed and tested new AI powered solutions for K-5 literacy instruction.

Freelance – UX Designer & Writer / October 2017 - September 2018 (1 yr.)

- Provided UX design for a startup client named Publoft (<https://www.crunchbase.com/organization/publoft>).
- Conducted user research to identify pain points that Publoft's writers and their clients were encountering.
- Developed a more efficient work intake and distribution system that streamlined Publoft's writing workflow.
- Wrote technology blogs and whitepapers for clients. (ex. <https://www.solar.com/learn/author/isaac-ost/>)

Aladdin Dreamer, Inc. – UX Designer / January 2017 - August 2017 (8 mo.)

- Produced wireframes, flow diagrams, ran usability tests, iterated on functionality/design, and delivered final design assets to engineers for the prototype solution and mobile application.
- Designed a key feature that enabled the collection of unique user data which powered the "Smart Alarm," capability. The Smart Alarm determined the best time to wake a user up from their sleep.

EDUCATION UNIVERSITY OF ARIZONA / 2011 - 2016

BA: General Studies; Emphasis: Social, Behavioral, and Human Understanding

SKILLS

Product & UX Design: Product Design, UI/UX Design, Interaction Design, Visual Design, Information Architecture, User Flows, Wireframing, Rapid Prototyping, Responsive Design, UX Copywriting, Human-Centered Design, Human-Computer Interaction, Design QA

Design Systems & Accessibility: Design Systems, Design Tokens, Component Libraries, ADA & WCAG 2.1 / 2.2 AA, Accessibility, Design-to-Development Handoff

Research & Product Strategy: UX Research, Usability Testing, A/B Testing & Experiment Design, Conversion Rate Optimization (CRO), Go-to-Market Strategy, Cross-Functional Collaboration

AI-Assisted Workflow: AI-Assisted Design & Development, Prompt Engineering, Agentic / Ticket-Based Workflows, Source-of-Truth Documentation, Claude, Gemini, ChatGPT, Replit

Tools: Figma (Auto Layout, Variables, Components), Sketch, Adobe, Miro, Mural, Jira, Confluence

Technical (working knowledge): HTML, CSS, JavaScript, React / TypeScript, Firebase / NoSQL, Systems Architecture, Technical Scoping, CI/CD, Algolia

Portfolio Website: <https://isaacost.com>