

Ash Bhimasani



I am a **product designer & software engineer** with special interests in **UX, growth, and strategy**.

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EXPERIENCES

BitPay

Software Engineer & Lead Product Designer

Current

Working as lead designer and engineer on payments platform and gateway.

Payment Gateway

Designed & built infrastructure for multi-platform payment experiences. Optimized mobile wallet payment ecosystem. Led execution for P2P, Coinbase, Ethereum / Web3, & XRP support. Leveraged and extended Invoice design system to support rapidly growing feature set. Reduced P2P payment error rate by ~25%.

Browser Extension

Brainstormed, designed & built browser extension to convert crypto to store credit instantly. Allows users to seamlessly checkout with mainstream ecommerce sites using crypto. Open source project built in React + TypeScript. Led vision, branding, and execution during a compressed, 2 month time frame.

Onboarding + KYC + Dashboard

Led design for brand-new consumer product suite and modular account onboarding. Leveraged design system to support multiple KYC / AML compliance pathways. Designed KYC integration for payment gateway product which is used for all payments over \$3000. Over \$100M processed since mid 2019.

Software Engineering Intern

Summer 2018

Worked on multiple products like our block explorer, payment gateway, and mobile checkout app to gain basic crypto domain knowledge. Redesigned & built Support Desk in Angular 6 as final project.

Appsketiers

Director of Development & UX

2017 ~ 2018

Managed development operations & product design pipeline. Led offshore team for mobile app development.

SKILLS / BACKGROUND

Product Development

JavaScript, TypeScript, React, Vue, Angular, Redux, Node, Express, Python, Framer, Anime, CSS/SASS, Sketch, XD, Invision, Illustrator, Wireframing, Prototyping, User Research, Analytics

EDUCATION

Georgia Institute of Technology

Computer Science: AI & Media
2016 ~ 2018