

Nick Pang

Lead Product Designer | Digital Assets & Fintech

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Overview

I'm driven by the challenge of transforming messy, ambiguous problems into seamless digital experiences. For me, great design sits at the intersection of systemised patterns and human empathy. Whether launching greenfield products or scaling platforms used by millions, I thrive on crafting solutions that feel both magical and reliable.

Strengths

- **Product & UX:** End-to-End Product Design · Design Systems · Prototyping · Usability Testing
- **Finance & Crypto:** Trading Platforms · Onboarding Journeys · Payments · Non-Custodial Wallets
- **Leadership & Collaboration:** Mentorship · Cross-Functional Teams · Stakeholder Management
- **Tools:** Figma · FigJam · Miro · Notion · Jira · Confluence

Career Highlights



Spot · Lead Product Designer

Nov 2024 – Present | Remote (London)

- Owned end-to-end design for Spot, a cross-platform app for trading meme coins and digital assets.
- Grew the app from 0 to 700 users in 3 months through rapid iteration and user-driven design.
- Improved conversion: reduced failed trades from 72% → 26% with new UX safeguards.
- Built and scaled a unified design system across iOS, Android, and web.
- Advocated for trust & safety, adding warnings for slippage, cross-chain risks, and price impacts.



Tradetiq · Lead Product Designer

Dec 2023 – Oct 2024 | Hybrid (London)

- Built the company's first design system, auditing assets, consolidating colors/components, and reducing duplication.
- Delivered a scalable component library in Figma that improved speed and consistency across SaaS products.
- Partnered with engineers to align tokens and UI with their modular micro front-end architecture.
- Mentored a junior designer, raising overall design quality and delivery maturity.



Luno · Senior Product Designer (Crypto Exchange)

Jul 2022 – Mar 2023 | Remote (London)

- Designed and launched the Luno Large Cap Bundle, simplifying crypto investing for retail customers.
- Contributed to mobile apps used by 12M+ global users, refining onboarding and investment journeys.
- Collaborated with a 20+ person design team, aligning flows and patterns across squads.
- Ran continuous usability testing, comparing old vs. new designs, and shipped improvements once users demonstrated stronger understanding.

**Santander Innovation Lab (PagoNXT) • Design Lead / Senior Product Designer**

Sep 2019 – Jun 2022 | Office/Remote (London)

- Led greenfield payment projects using a discovery-to-validation process: research, interviews, wireframes, and early testing.
- Balanced 3–4 concurrent projects, managing shifting priorities and delivery timelines.
- Managed and mentored a team of 4 designers, improving design quality and delivery speed.
- Conducted research and usability testing to improve existing flows across payments and FX.
- Contributed to design systems, ensuring consistency across lab prototypes and live products.

Earlier Roles**Caplin Systems • Senior Product Designer (FX SaaS Platforms)**

Apr 2016 – Nov 2018 | London

- Ran 2-week onsite UX “invisioning” workshops with banks, mapping workflows and presenting UX improvements.
- Created wireframes/prototypes showing how Caplin’s trading platforms could improve client efficiency.
- Designed white-label FX trading platforms, tailoring solutions to specific bank requirements.
- Built Caplin’s first design system, streamlining white-label SaaS delivery.
- Collaborated with product managers and engineers to refine core components and legacy flows.

**SVS Securities • Senior UX/UI & Web Designer**

2013 – 2016 | London

- Sole designer, responsible for all design output across product and marketing.
- Redesigned the company’s web trading system and corporate website.

**HSBC Global Banking & Markets • UX Designer (Contract)**

2012 – 2013 | London

- Improved HSBC’s mobile banking app based on user feedback and concept testing.

**Digital Healthcare Network • Lead Designer**

2010 – 2012 | London

- Led branding and product design across e-commerce, POS, and digital loyalty systems.