

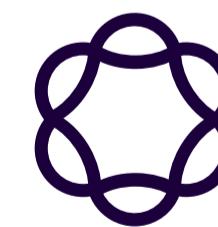


Hi, I'm Alok Jethanandani and I help
product creators think by **making**.

Email alok@mechanismm.com or call (415) 385-2293

Work experience

8+ years of B2B and B2C experience in multiple industries and
a B.A. in Design from UCLA.



FinTech
2016-Current • Product Designer

HealthTech
2015-2016 • Product Designer

Design Consulting
2013-2015 • Product Designer

Design Consulting
2010-2012 • Founder

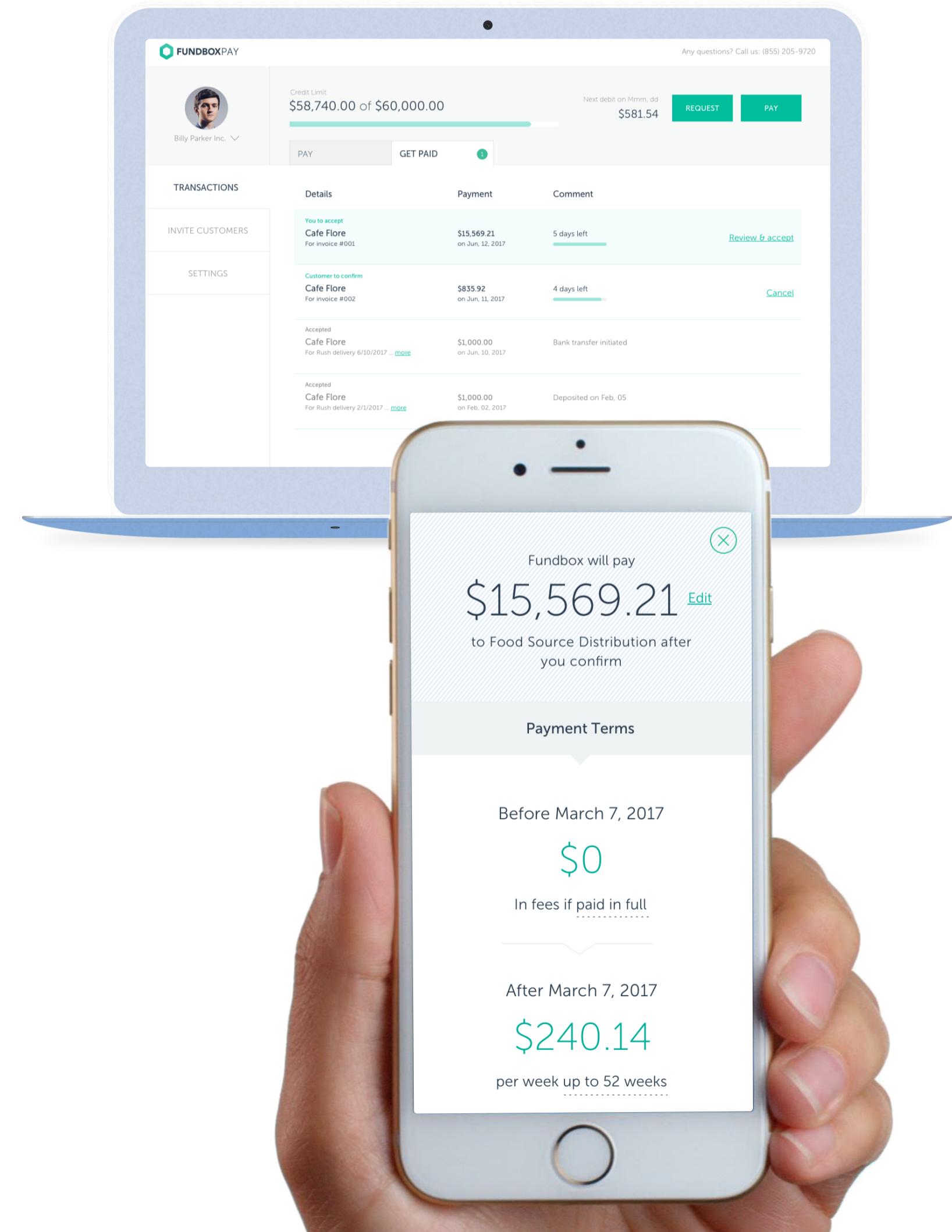
E-Commerce
2009-2010 • Lead Designer

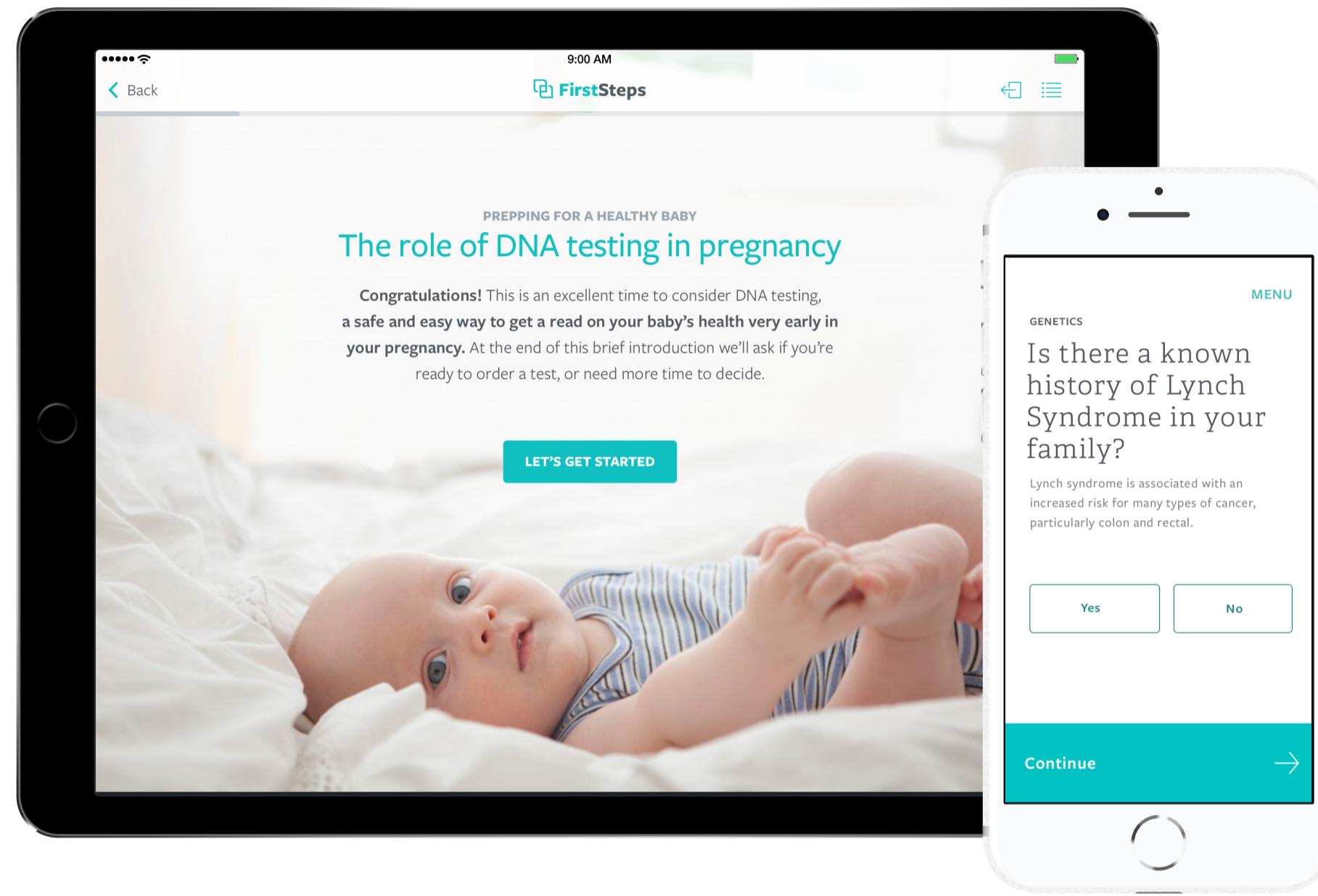
FUNDBOX • PRODUCT DESIGNER

Launched a trade credit and payment network for small businesses.

Fundbox Pay is a credit-based payment product for small businesses to give better terms to their customers, while they get paid right away.

fundboxpay.com





COUNSYL • PRODUCT DESIGNER

Increased sales for a DNA testing company by launching two digital sales tools.

FirstSteps is a digital guide to genetics for expecting mothers. FirstCare is a digital cancer risk assessment tool.

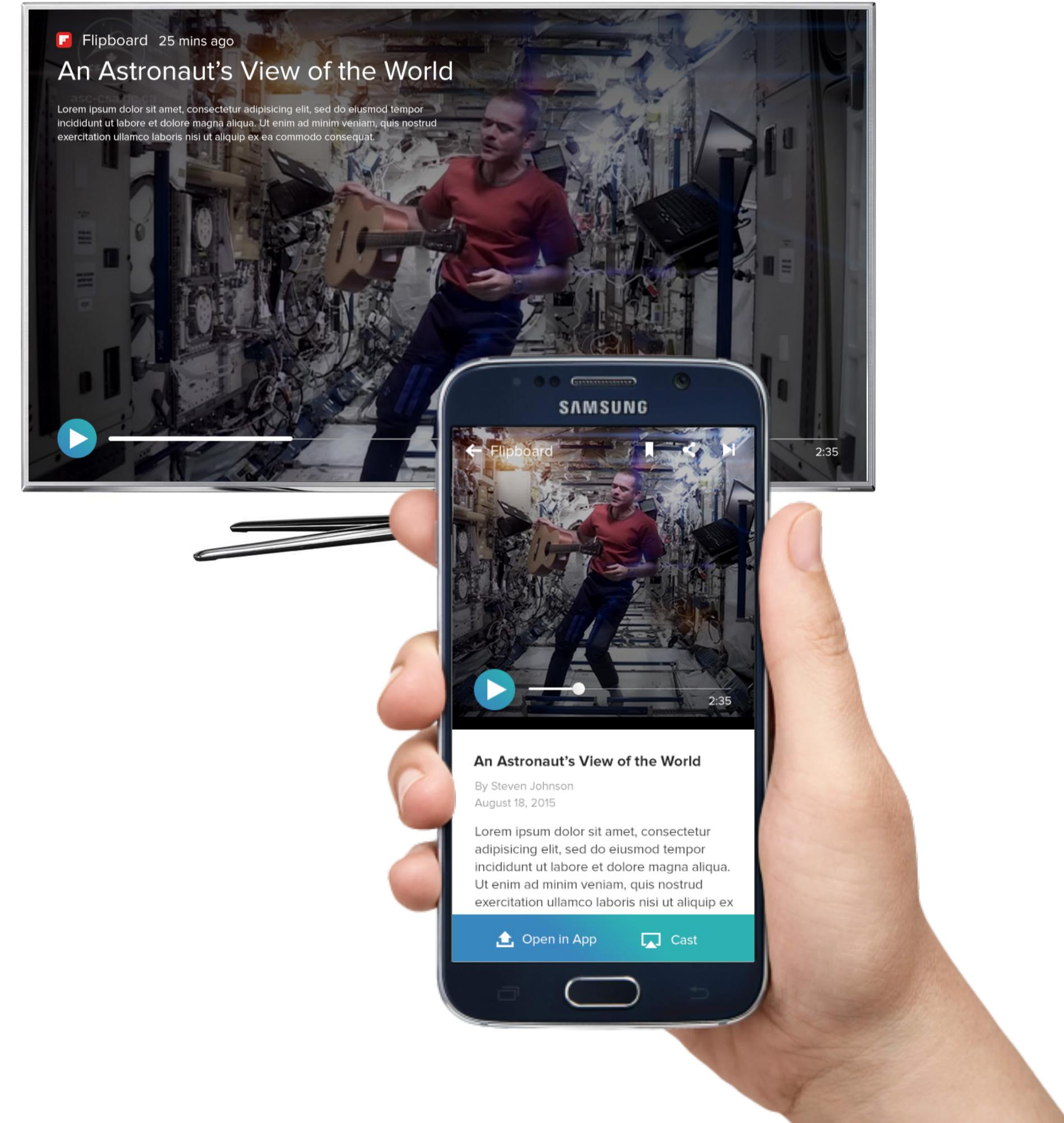
[See case study](#)

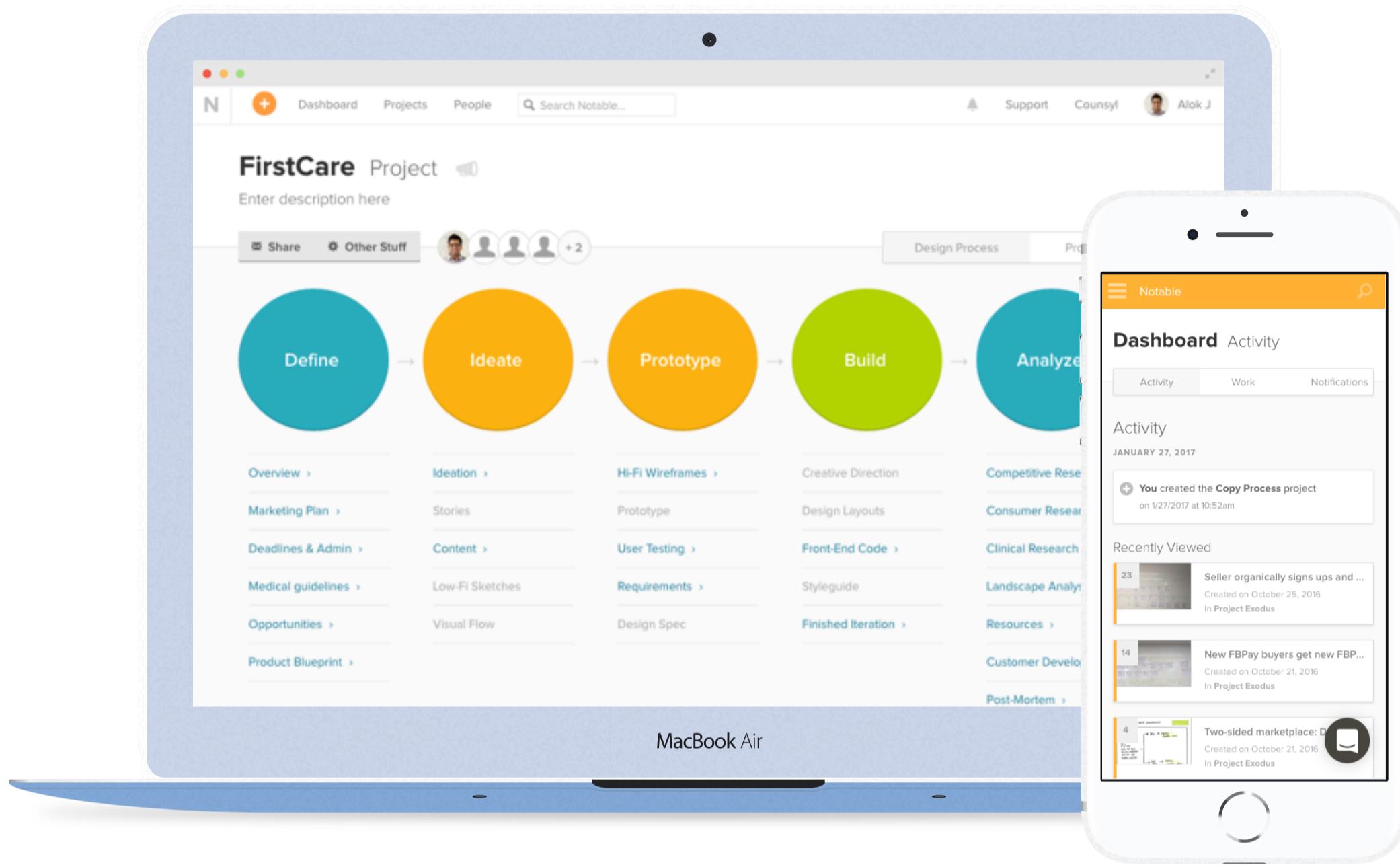
ZURB & SAMSUNG SRA • PRODUCT DESIGNER

Created engagement rules and a human interface guideline for SamsungONE.

SamsungONE is a context-aware software solution that allows humans to control their TV using their phone.

Case study coming soon.



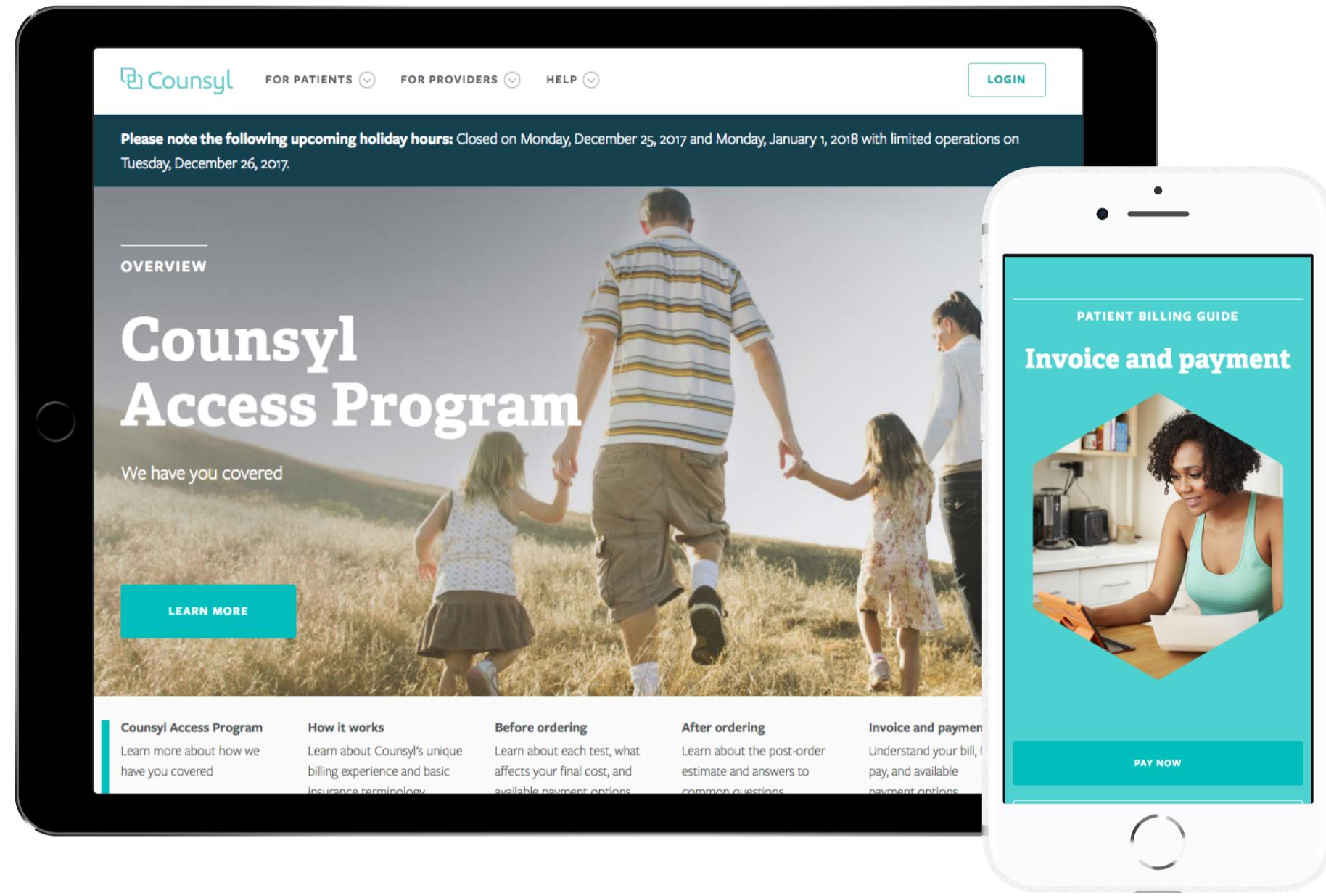


ZURB • PRODUCT DESIGNER

Strategized and launched Notable, a design presentation product.

Notable is a web-based software product that enables product designers to present and get feedback on design work.

See case study • zurb.com/notable

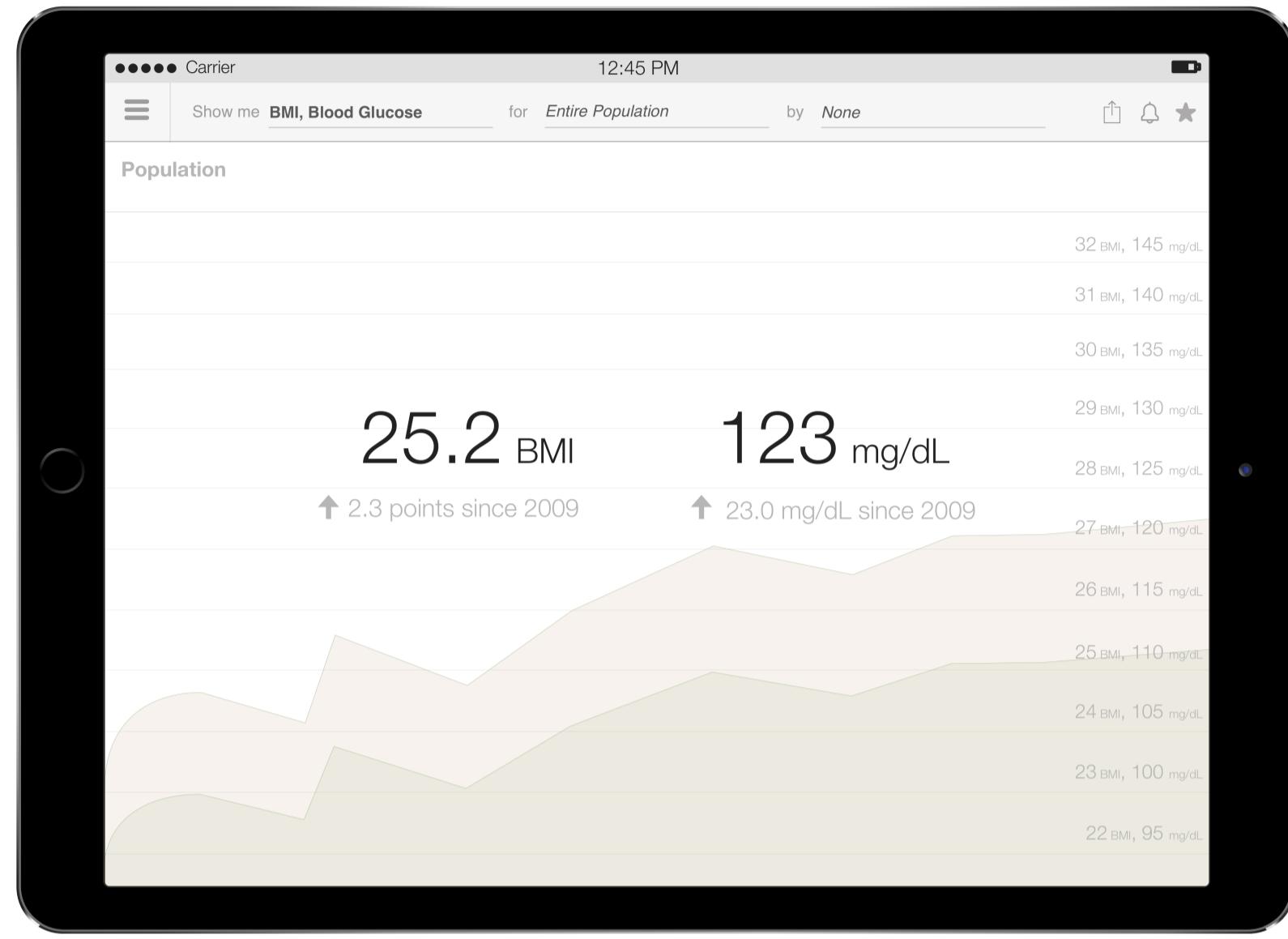


COUNSYL • PRODUCT DESIGNER

Designed a patient guide to medical billing for Counsyl, health tech company.

Counsyl's Access website is a patient guide to medical billing that reduces billing and support issues.

counsyl.com/access

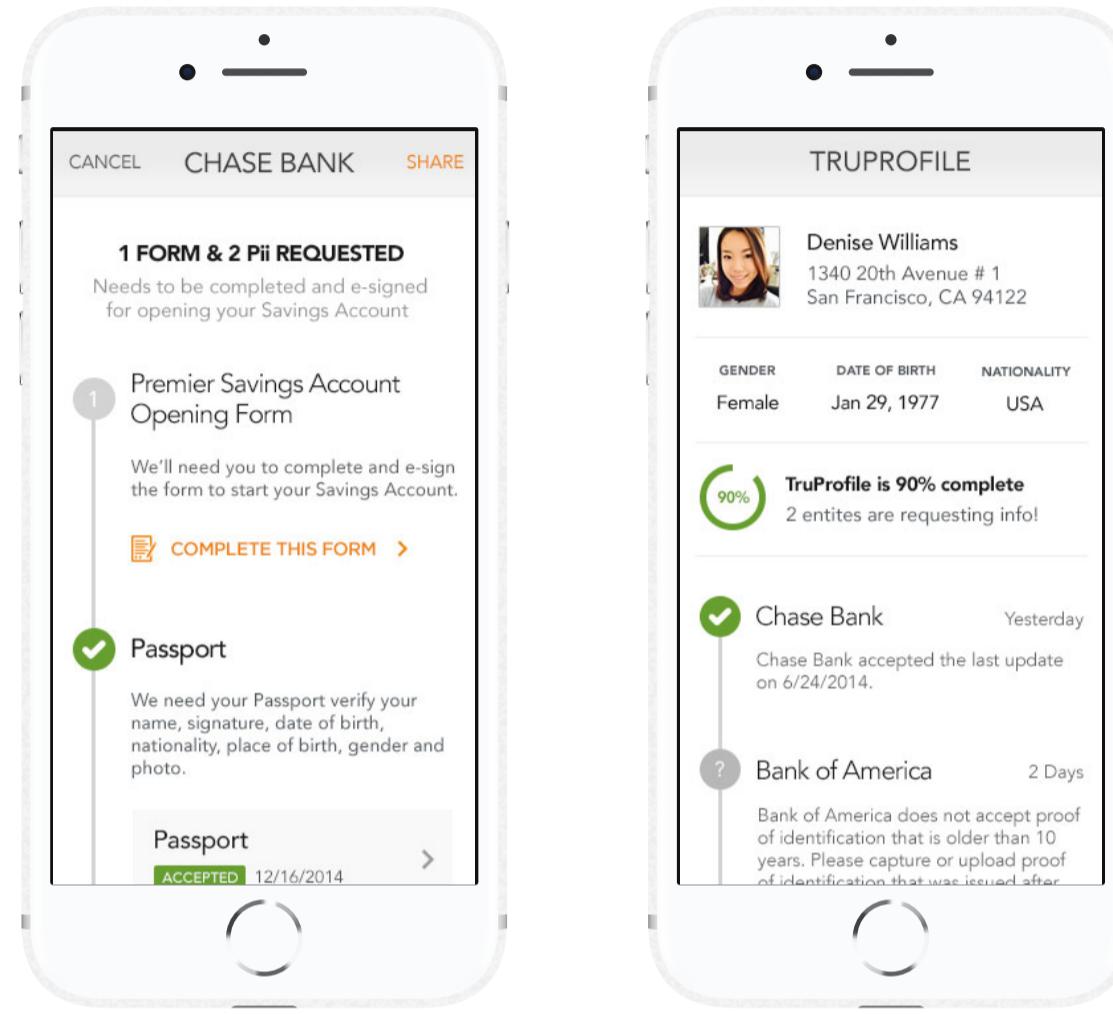


ZURB & SAP LABS • PRODUCT DESIGNER

Storyboarded and prototyped a health outcomes analysis tool for hospital administrators.

SAP's Care Circles is a health outcomes analysis tool for hospital administrators working in accountable care organizations.

[See case study](#)

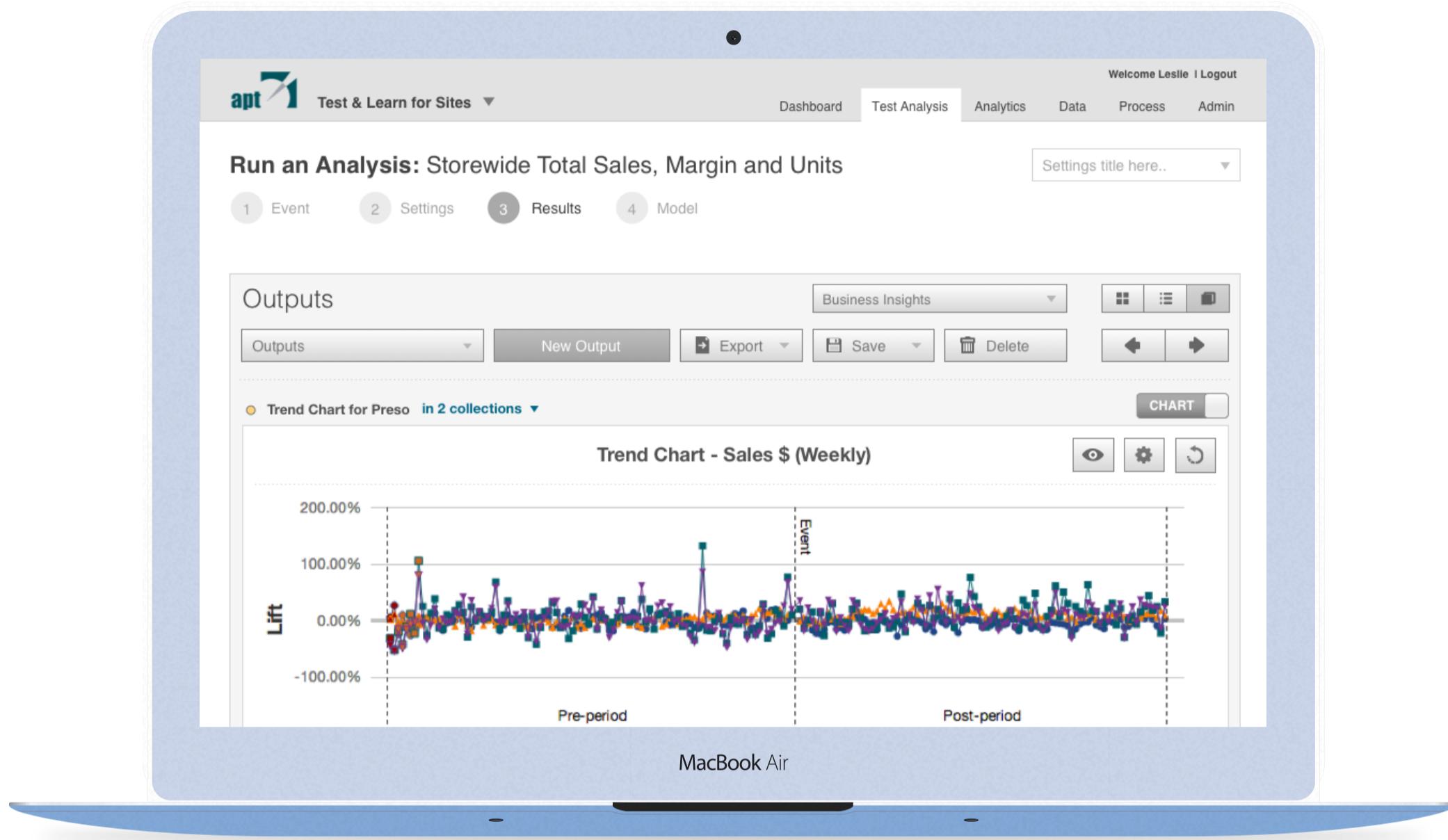


ZURB & TRUNOMI • PRODUCT DESIGNER

Conceptualized and designed an information sharing tool for customers of financial companies.

Trunomi Mobile is the fastest, easiest and the most secure way for bank customers to control access and update approved entities with their latest personal information.

[See case study](#)

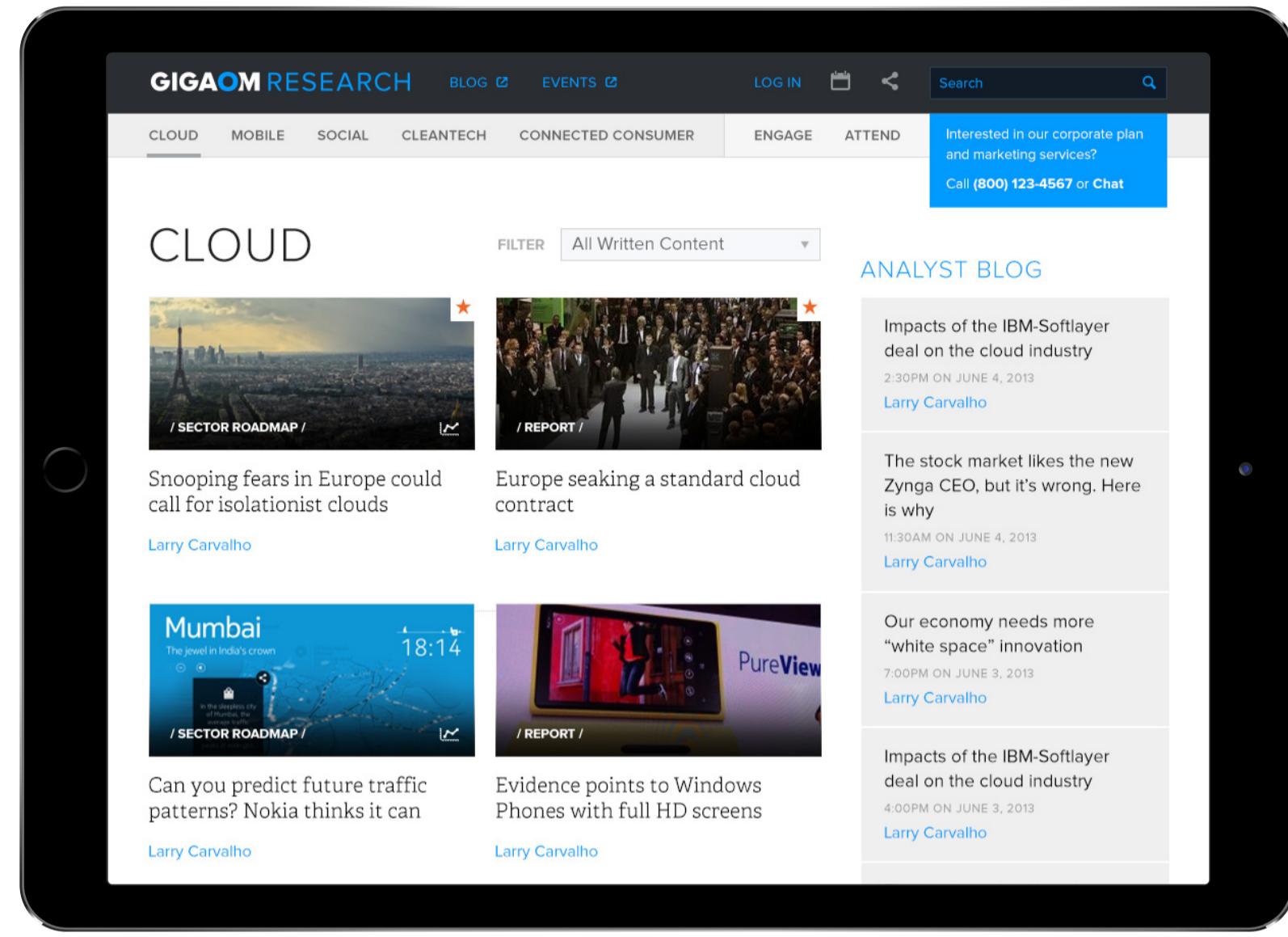


ZURB & APT • PRODUCT DESIGNER

Designed interactions for an enterprise-grade, business intelligence product.

Applied Predictive Technologies creates data analysis software for retail,
restaurant, financial services, CPG and telecom customers.

Case study coming soon.

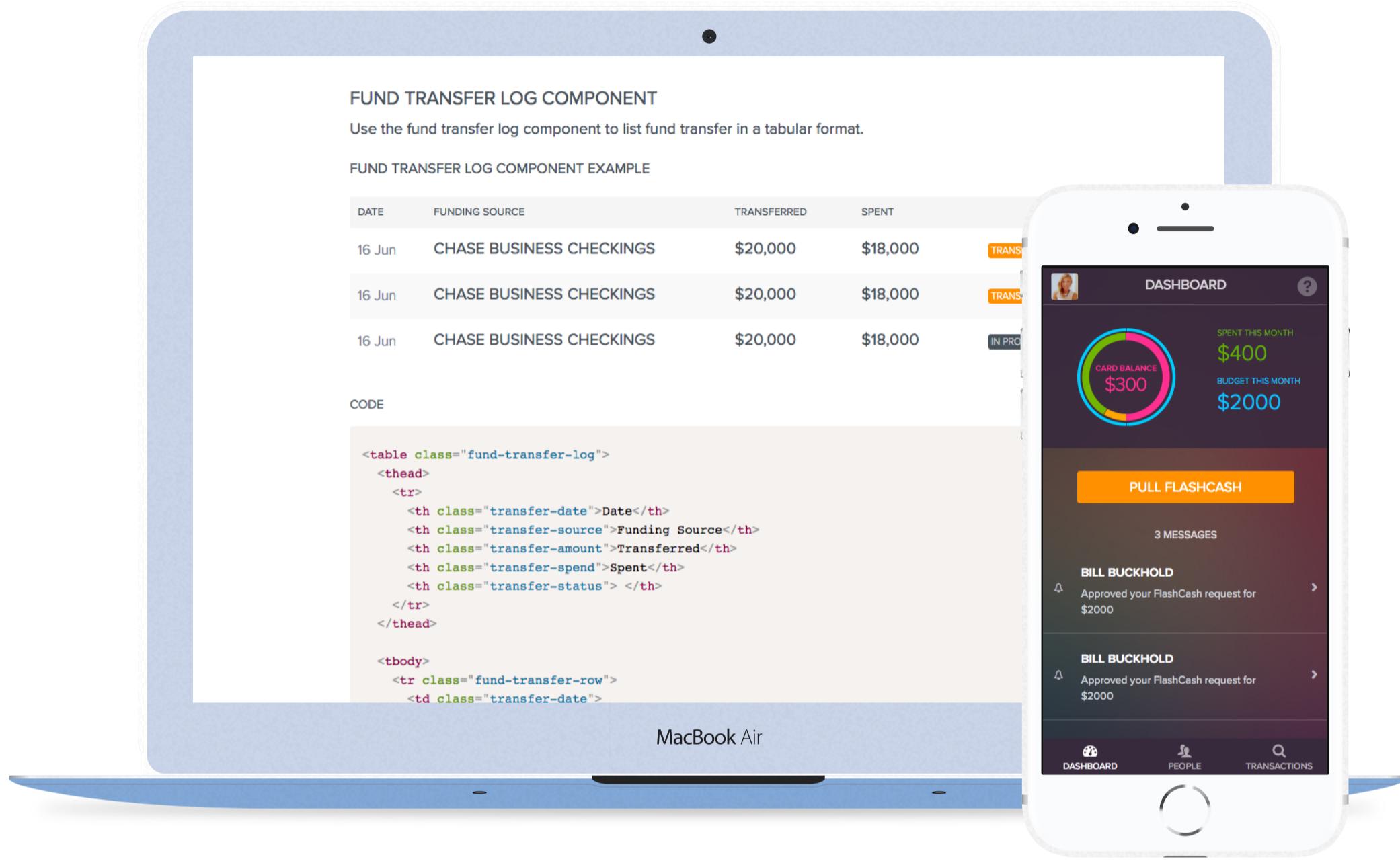


ZURB & GIGAOM RESEARCH • PRODUCT DESIGNER

Created information architecture and designed visuals for a content-driven website.

GigaOM Research provides industry analysis for the technology industry.

gigaom.com

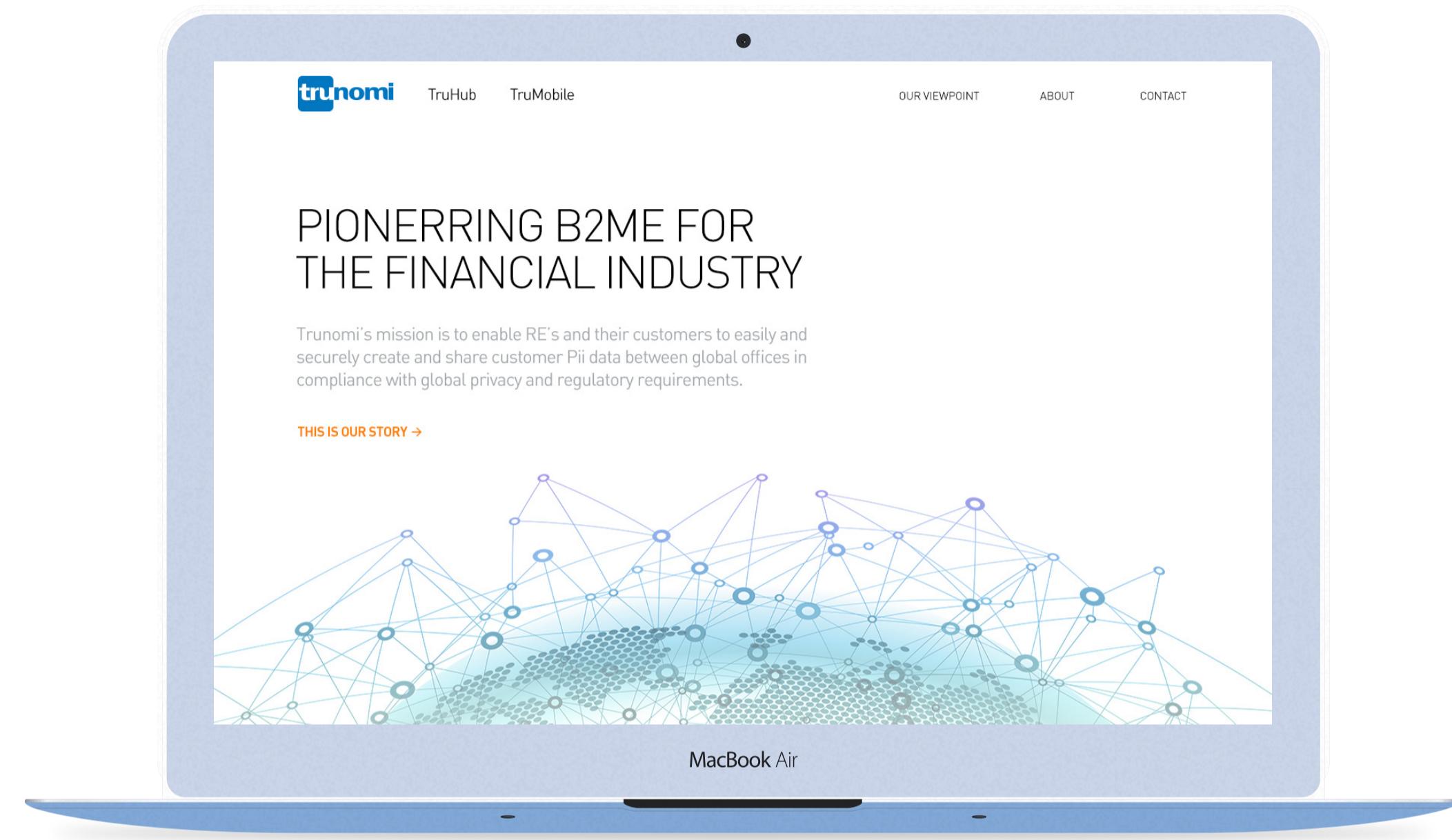


ZURB & KARMIC LABS • PRODUCT DESIGNER

Created a design system for an expense reporting software product.

Karmic Labs uses technology to issue virtual spending cards to employees and automatically categorizes expenses for reports.

[See case study](#)

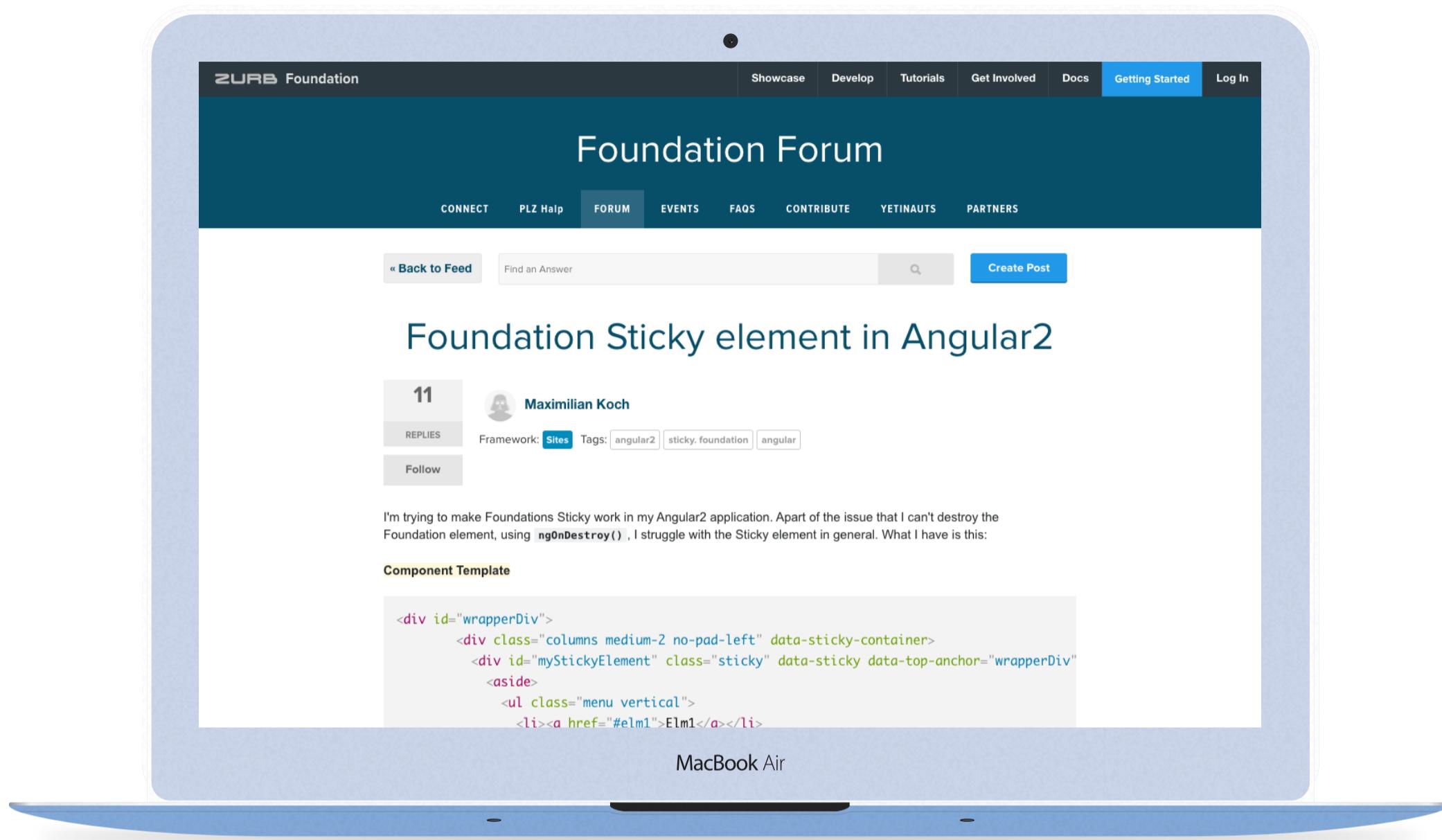


ZURB & TRUNOMI • LEAD DESIGNER

Strategized content and designed a marketing website for a financial services company.

Trunomi helps financial services companies unlock the power of customer data using content and data rights.

See case study

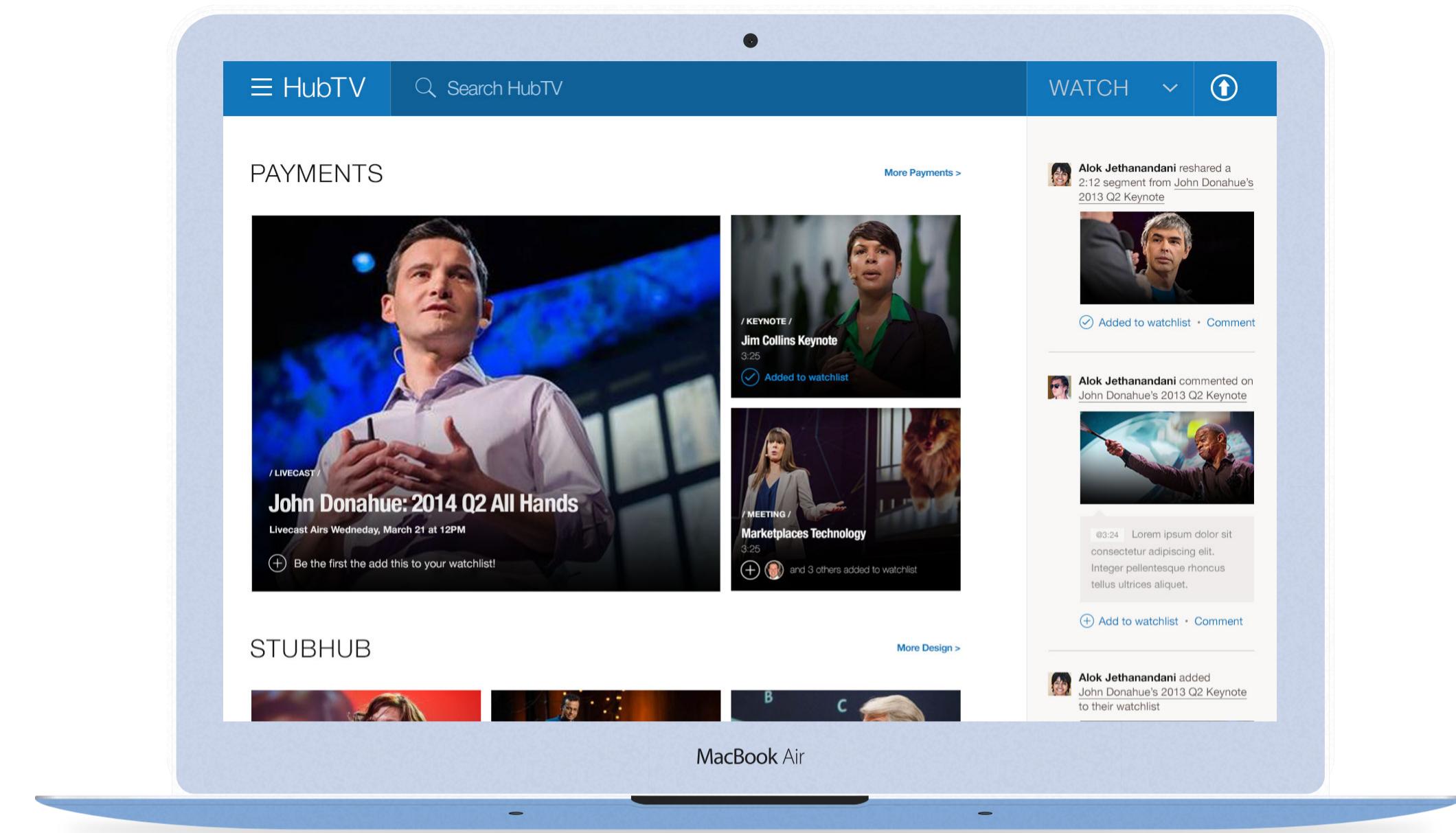


ZURB • PRODUCT DESIGNER

Developed and launched ZURB's Foundation Forum to enable users to answer each other's questions.

Foundation Forum is a web-based forum that enables Foundation users to answer each other's questions.

foundation.zurb.com/forum

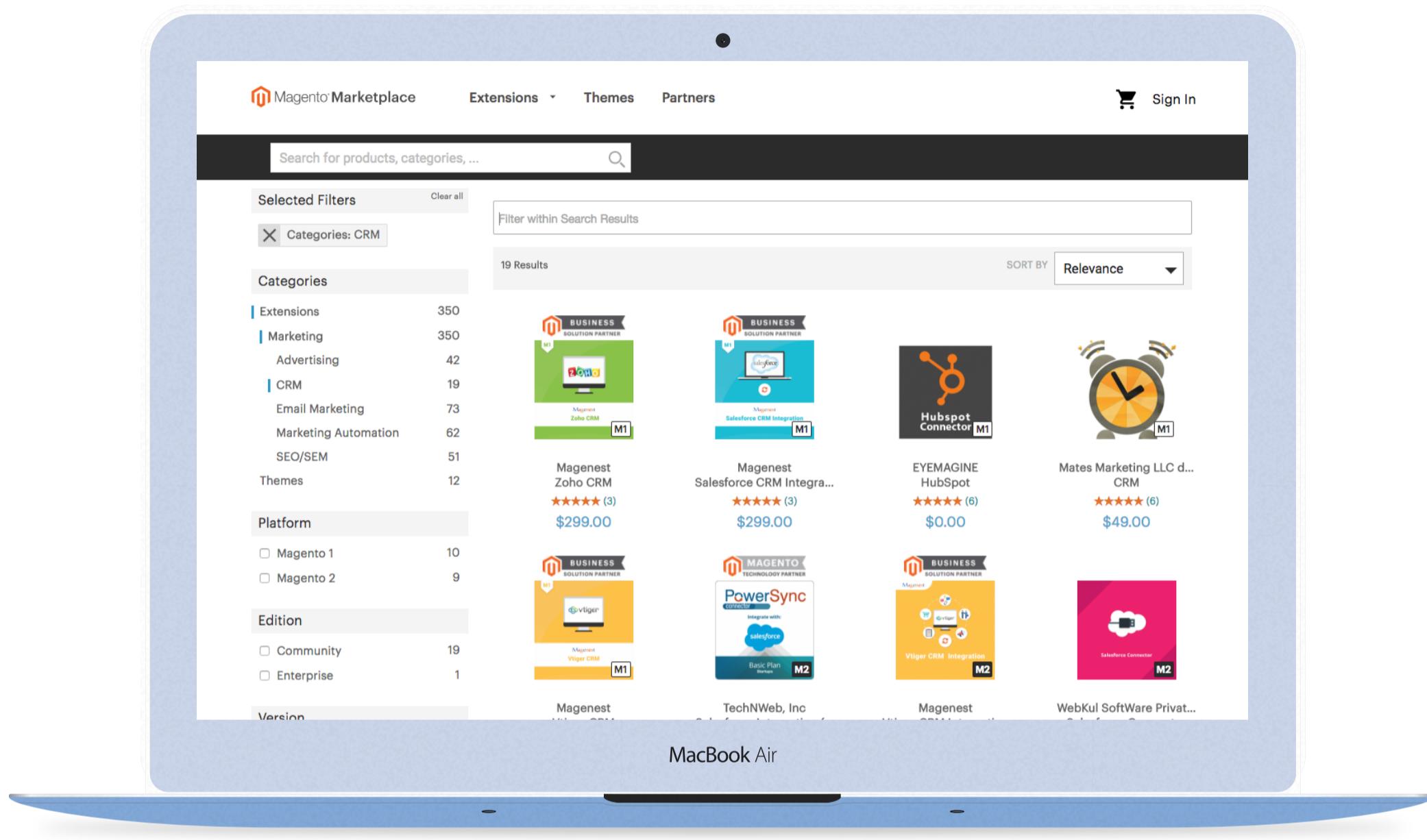


ZURB & EBAY • PRODUCT DESIGNER

Designed an internal, video-based training and resource website for eBay.

eBay HubTV is an internal, video-based website with training videos, resources for employees and live webcasts.

Case study coming soon.

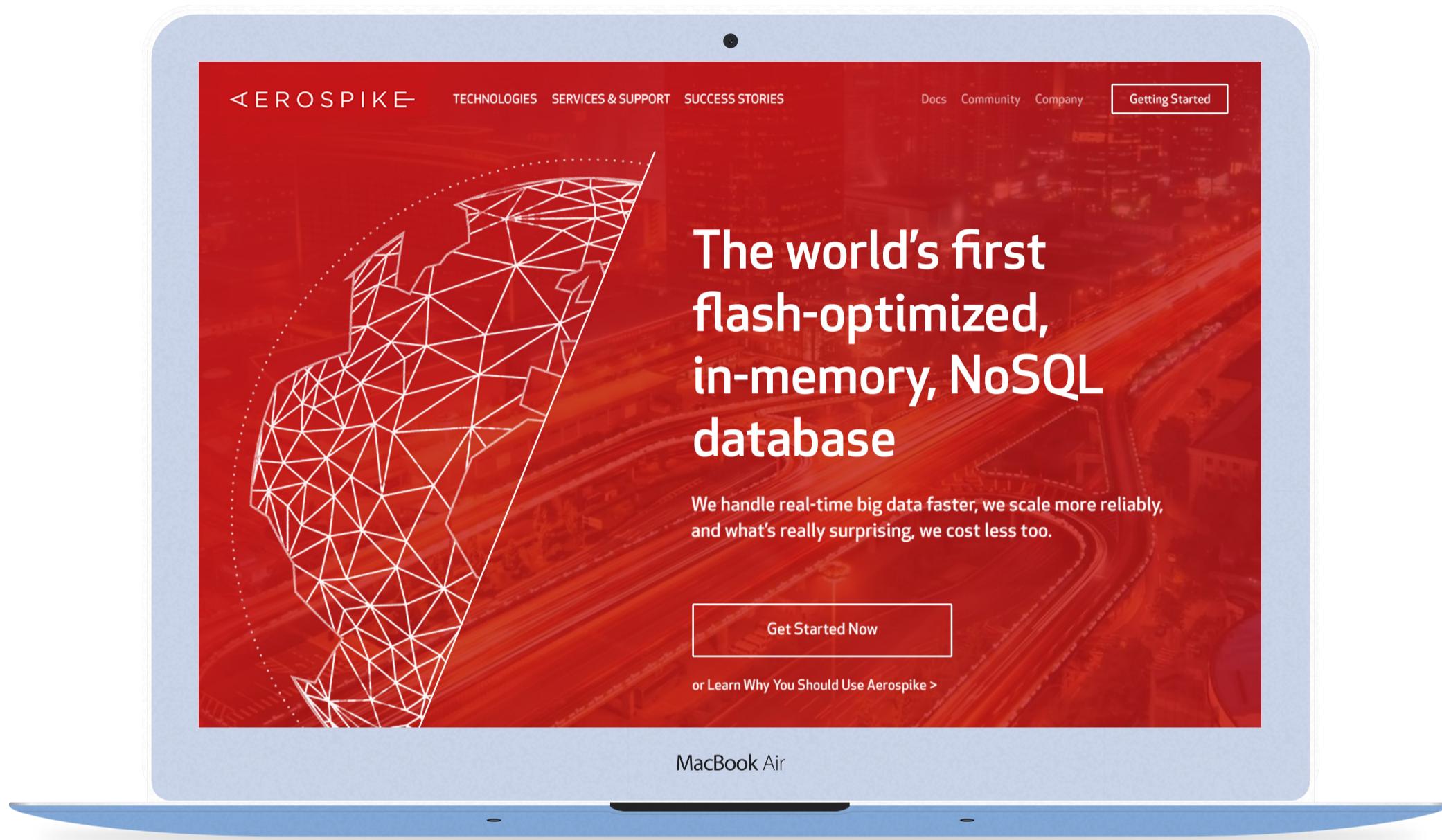


MAGENTO • LEAD DESIGNER

Designed prototypes and visuals for a software add-on marketplace.

Magento Marketplace is an online store for Magento software add-ons.

marketplace.magento.com



ZURB & AEROSPIKE • PRODUCT DESIGNER

Strategized content and designed a marketing website for a next-gen database company.

Aerospike is high speed, scalable, and reliable NoSQL database.

aerospike.com



Look forward to hearing from you!

Email alok@mechanismm.com or call (415) 385-2293