



I'm Alok Jethanandani, a **product designer**  
based in the San Francisco Bay Area.

[mechanismm.com](http://mechanismm.com)

# Work experience

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



Mechanism M



Magento®

## Product Designer

2016 - 2018 • FinTech

## Product Designer

2015 - 2016 • HealthTech

## Product Designer

2013 - 2015 • Consulting

## Founder

2010 - 2012 • Consulting

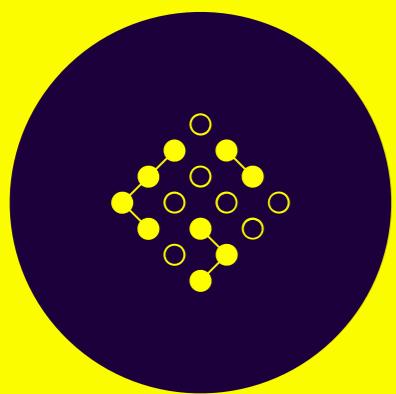
## Lead Designer

2009 - 2010 • eCommerce

# Innovation emerges from chaos

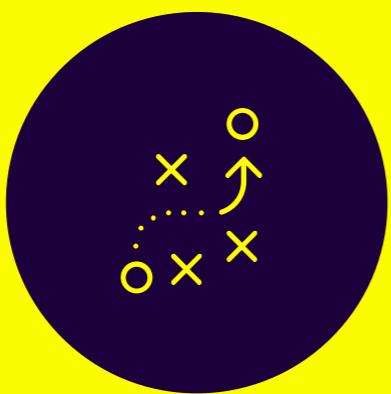
The #1 reason why new products fail is because entrepreneurs index on the competition instead of customers  
I help entrepreneurs launch and evolve new products with customer insights, rapid prototyping and product analysis

## MY APPROACH



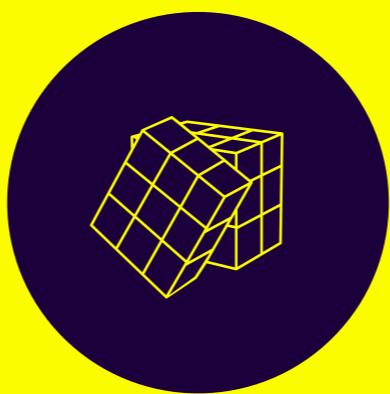
### DISCOVER

customer problems  
by observing



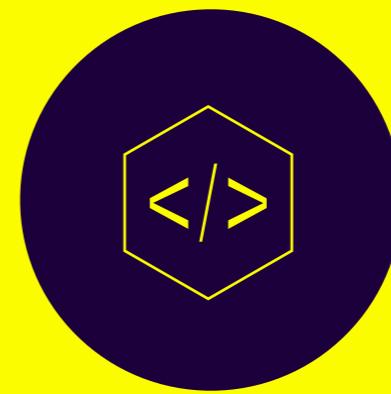
### DEFINE

solutions and prioritize  
for greatest impact



### PROTOTYPE

solutions and  
improve usability



### BUILD

software by designing  
visuals and writing code



### ANALYZE

results and articulate  
next steps



### Fundbox extends credit to small businesses

2016 - 2018 · Product Designer

- ▶ **Launched and grew Fundbox Pay** to over a million-fold in loan origination in 18 months.
- ▶ **Led Fundbox Pay design initiatives** to reduce cost of customer acquisition, increase engagement and drive network effects.
- ▶ **Designed a Fundbox-FreshBooks invoice cash advance solution** for small businesses.
- ▶ **Reduced recurring Fundbox support issues** by launching an improved QuickBooks Desktop on-boarding funnel.

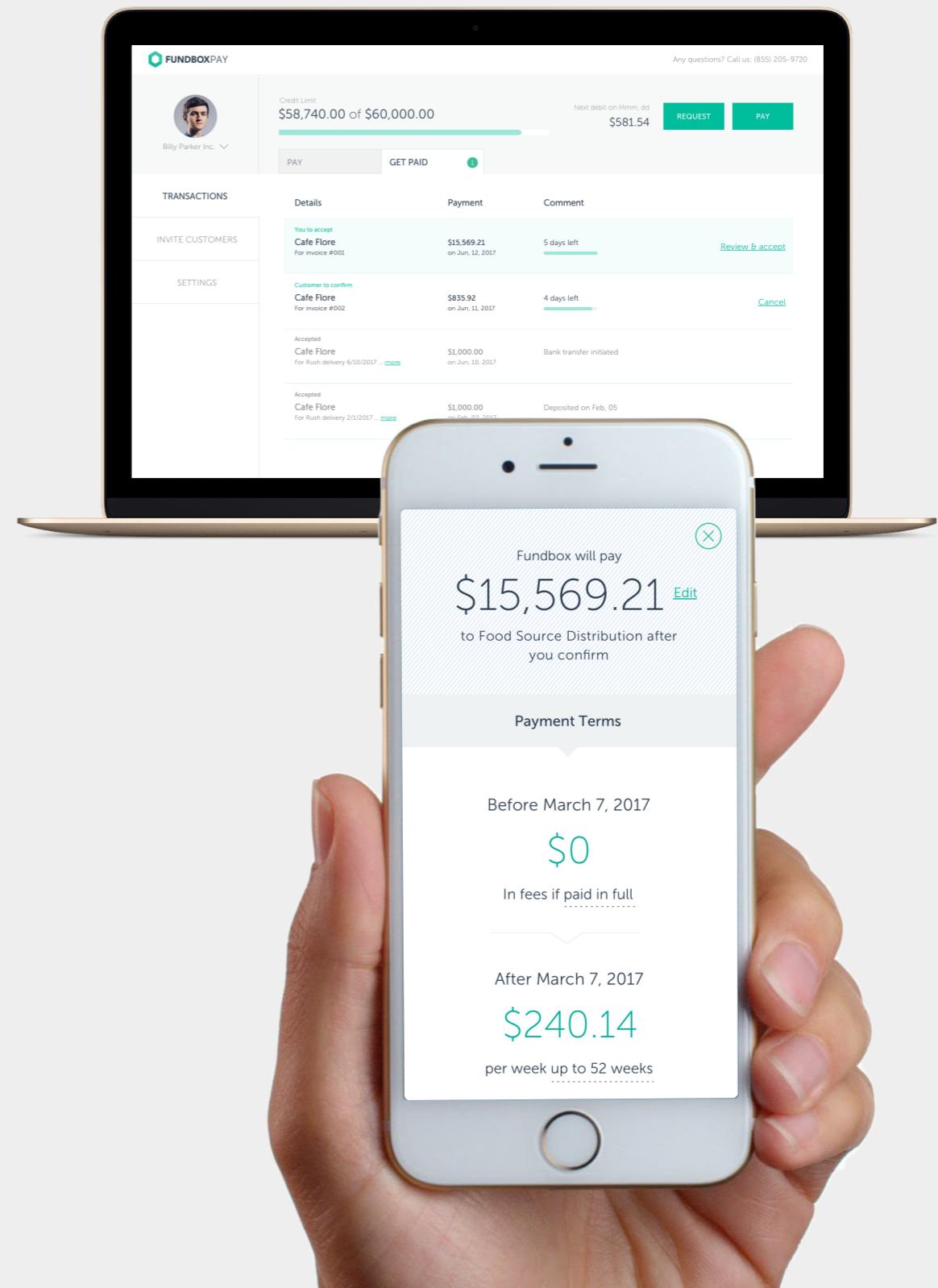
# Launched a B2B credit network for small businesses

Problem: On average, each U.S. small business has \$84,000 in unpaid invoices because businesses extend Net terms (credit) to their customers

With **Fundbox Pay**, the selling party gets paid right away. The buying party gets 60 days to pay for purchases

**My role:** Data analysis, customer research, interaction and visual design

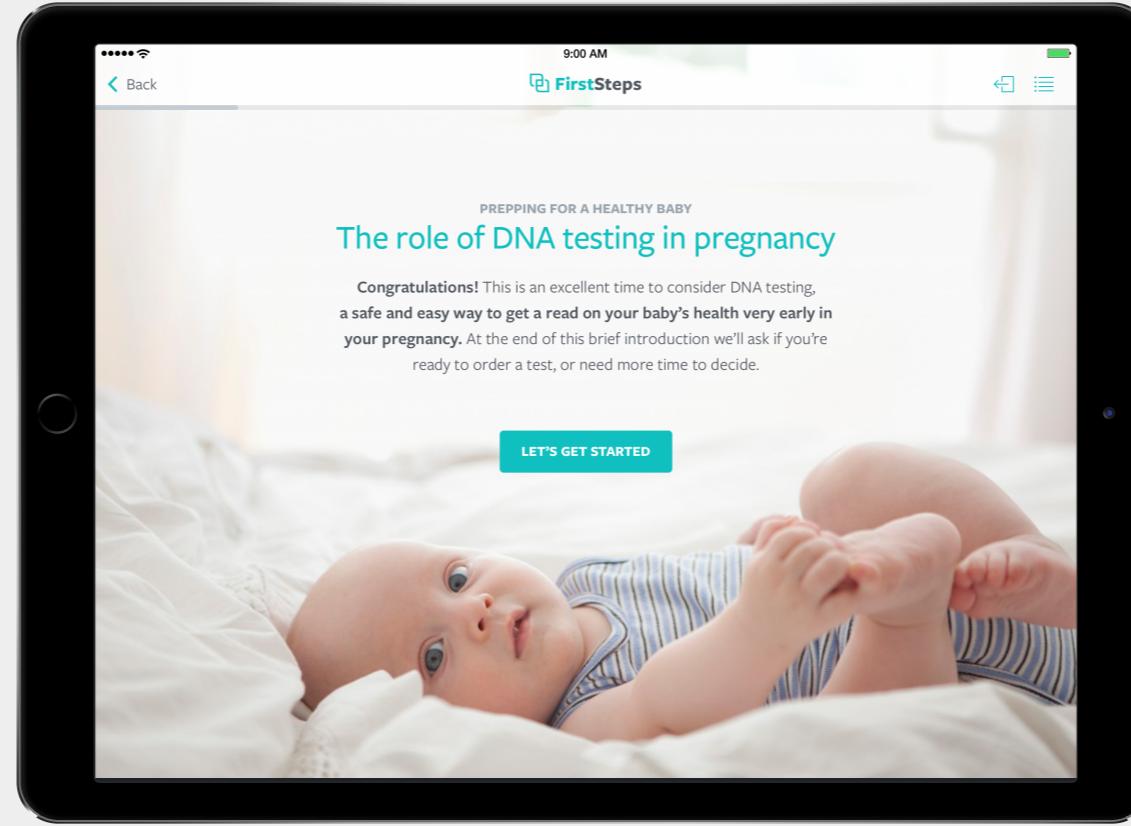
[Read case study](#) or go to [fundboxpay.com](http://fundboxpay.com)



 Counsyl**Counsyl sells DNA tests**

2015 - 2016 · Product Designer

- ▶ Launched **FirstSteps** and **FirstCare**, tools to increase sales for Counsyl's DNA tests.
- ▶ Strategized a product pivot from **FirstSteps** to **FirstCare**, a cancer risk assessment tool for large hospital systems.
- ▶ Grew **FirstCare** to thousands of users and validated the product pilot with strategic customers.
- ▶ Increased order fulfillment by **6X** for Counsyl's online order channel by A/B testing flows.
- ▶ Made pricing transparent by designing a patient guide to medical billing.



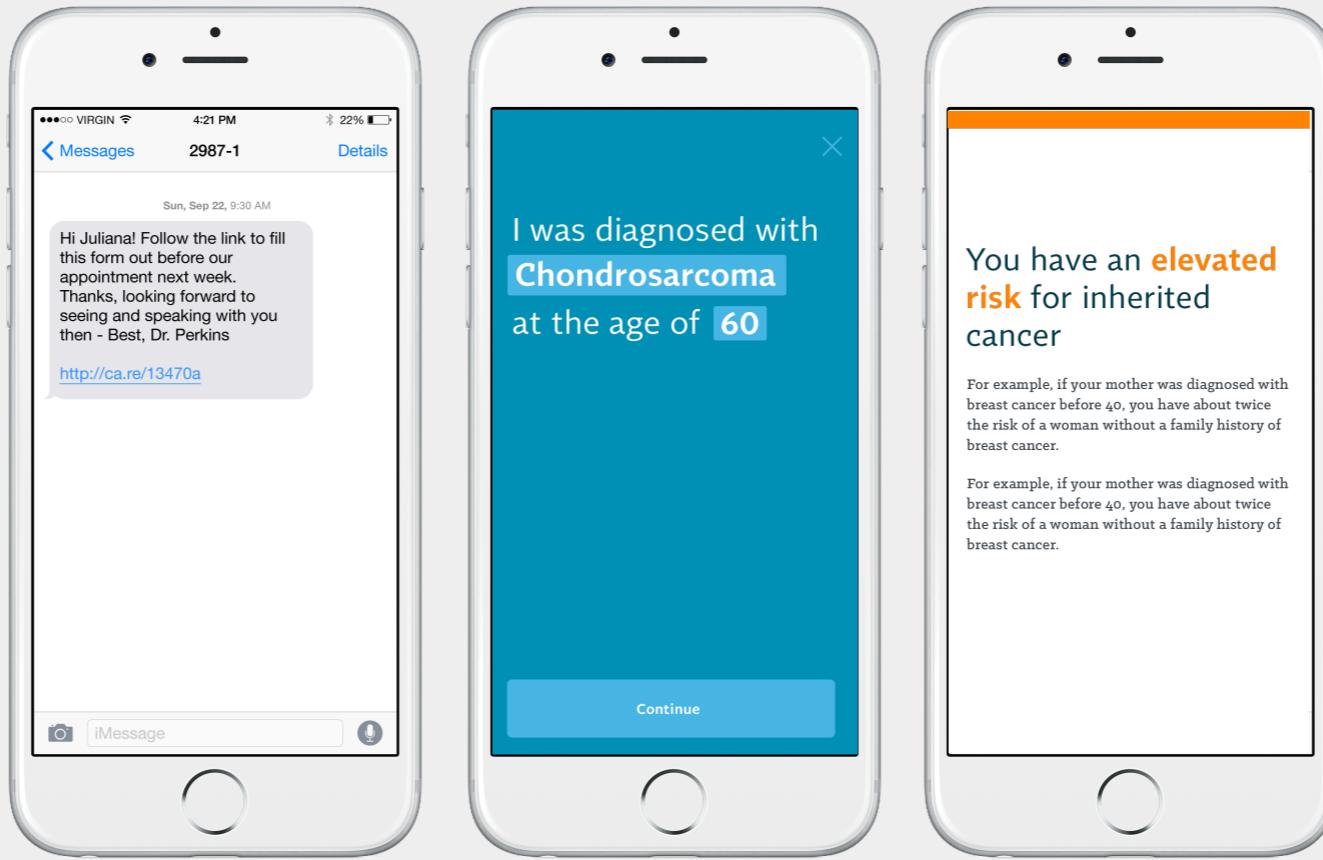
## Increased sales for Counsyl's non-invasive prenatal DNA test by launching a digital guide to genetics

Problem: Expecting mothers have a 3-4% chance of having a child with a genetic condition, yet most don't pursue genetic testing because its benefits are poorly communicated

**FirstSteps** is a digital guide to genetics for expecting mothers

**My role:** Data analysis, customer research, interaction and visual design

[See case study](#)



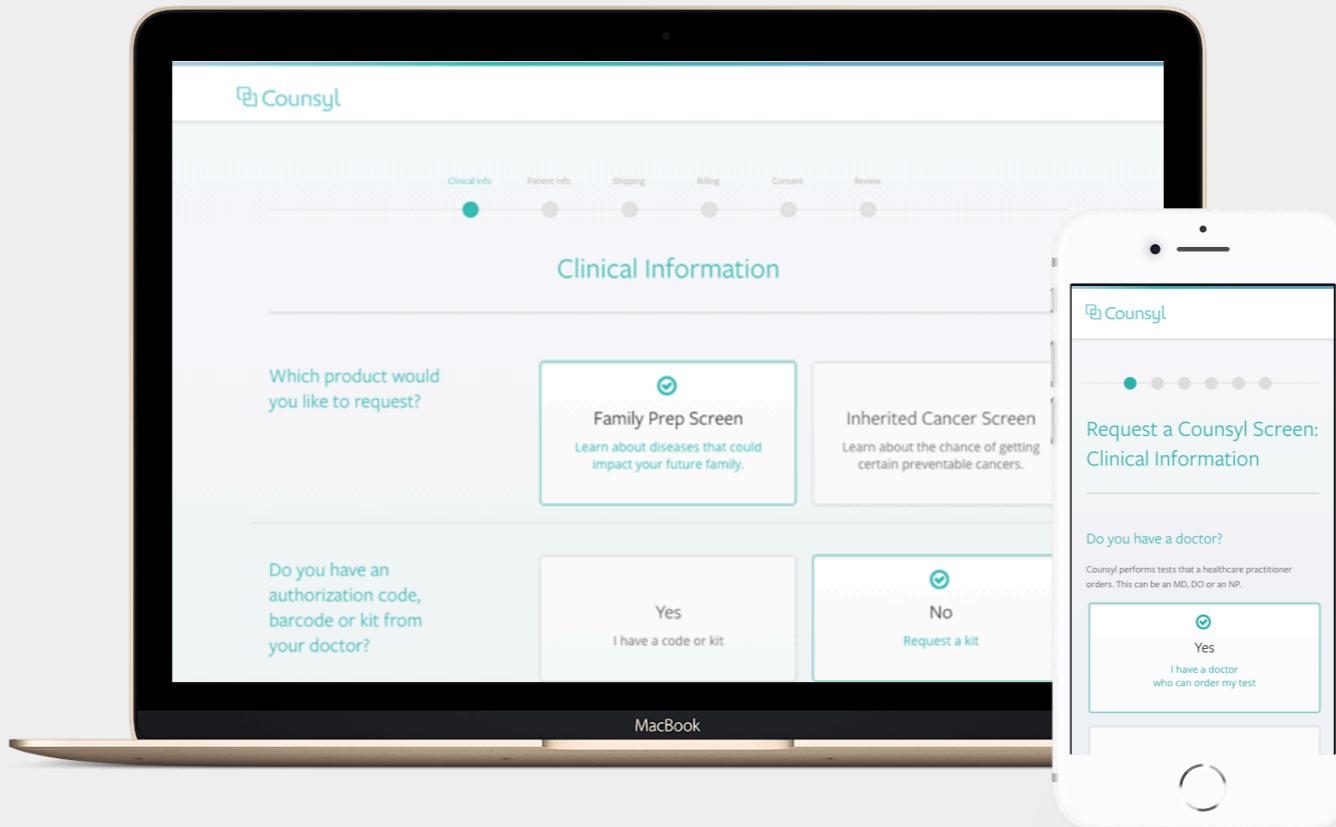
## Increased access to preventative cancer screening for large hospitals by launching **FirstCare**

Problem: Only 10% of patients with a family history of cancer are prescribed DNA tests

**FirstCare** is a digital family history questionnaire that identifies high-risk cancer patients and recommends preventative cancer screening to those who qualify

**My role:** Market and customer research, interaction and visual design

[See case study](#)



## Increased order fulfillment sixfold for Counsyl's online order channel

Problem: Only 1.3% of "order requests" were fulfilled because ordering DNA tests requires a physician's authorization

Increased order fulfillment by 6X and reduced turnaround time for **Counsyl's online order channel**

**My role:** Data analysis, customer research, interaction and visual design

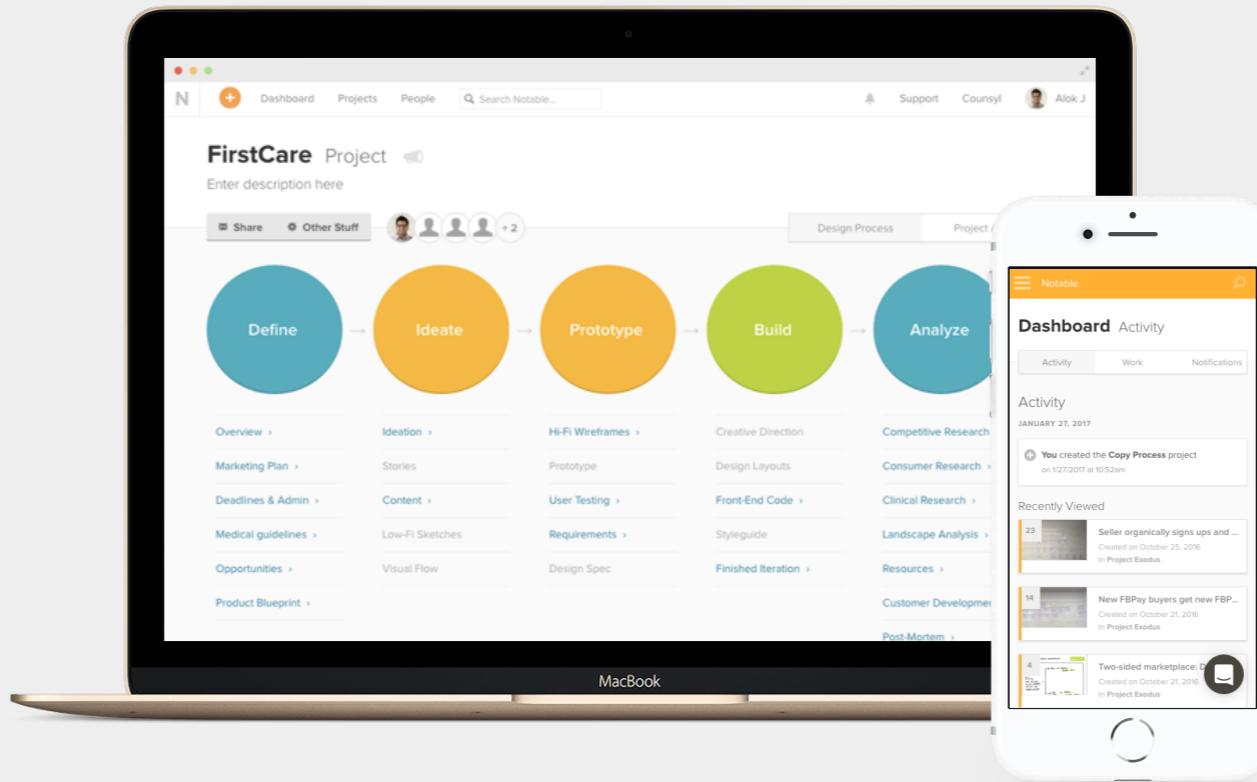
[See case study](#)



### ZURB is a design consulting company

2013 - 2015 · Product Designer

- ▶ **Developed opportunities, prototypes, visuals and front-end code** for Samsung SRA, Trunomi, Aerospike, Karmic Labs, SAP, Intuit, Stanford, APT, eBay, GigaOM Research, ZOZI and more.
- ▶ **Strategized, designed and launched Notable**, a design presentation, and feedback service.
- ▶ **Launched and grew Foundation Forum** to over 12,000 posts.
- ▶ **Researched and prepared course content** for a need-finding class and taught the course nine times.
- ▶ **Mentored and judged health-tech startup teams** at ZURB's first hackathon organized by Prebacked, an organization that specializes in pre-incubation.



## Strategized and launched a design presentation product

Problem: Designers do not have a tool for effective design iteration

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

**My role:** Market and customer research, interaction design and front-end engineering

[See case study](#) or [zurb.com/notable](http://zurb.com/notable)

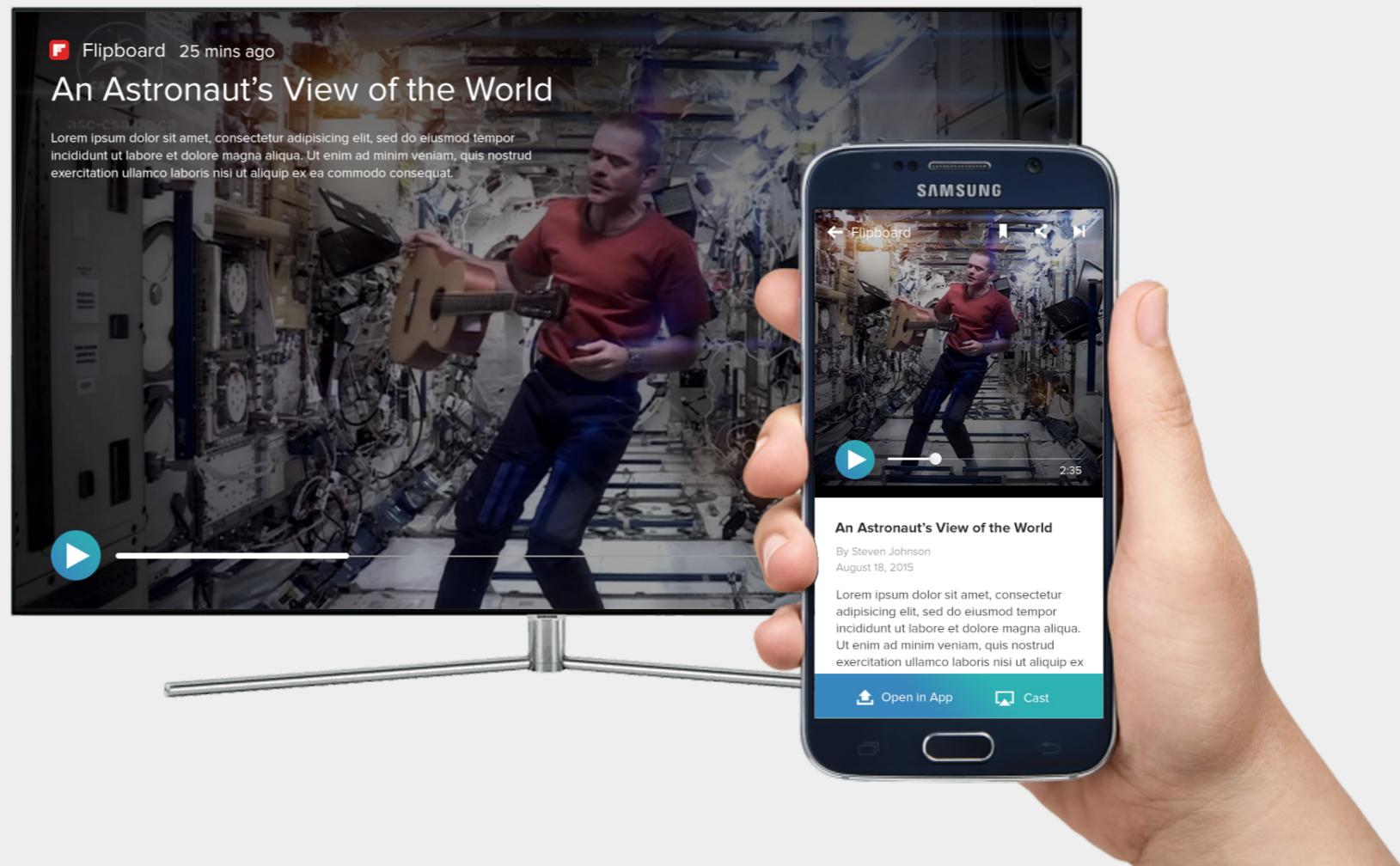
# Created engagement rules and a human interface guideline for SamsungONE

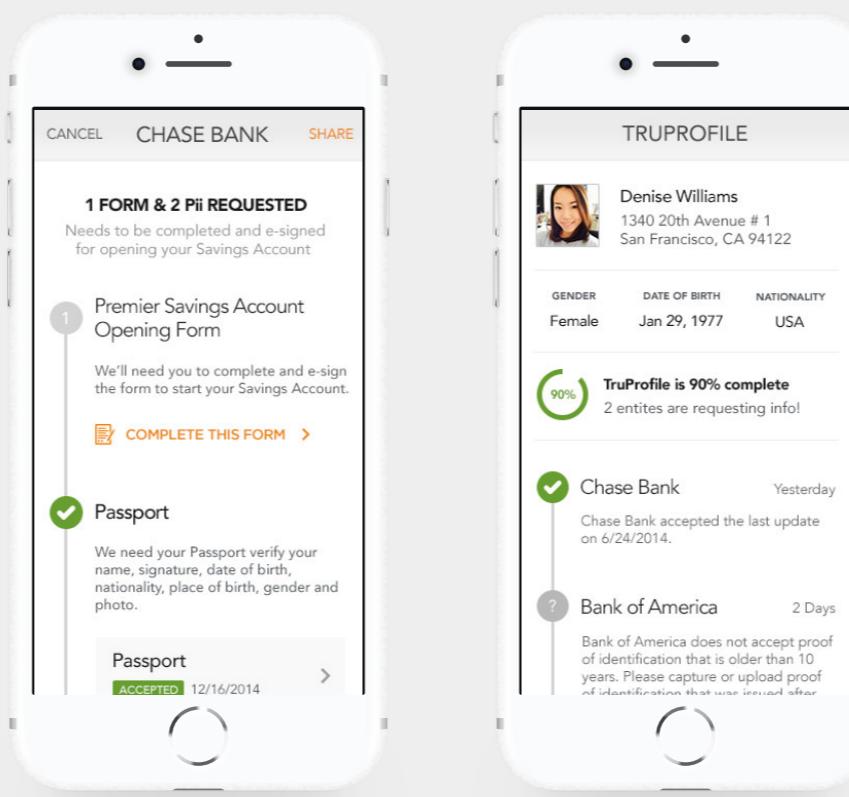
Problem: Discovering media content on televisions is difficult

**SamsungONE** is a multi-platform software solution that allows people to control their TV using their phone

**My role:** Storyboarding, interaction and visual design

[See case study](#)





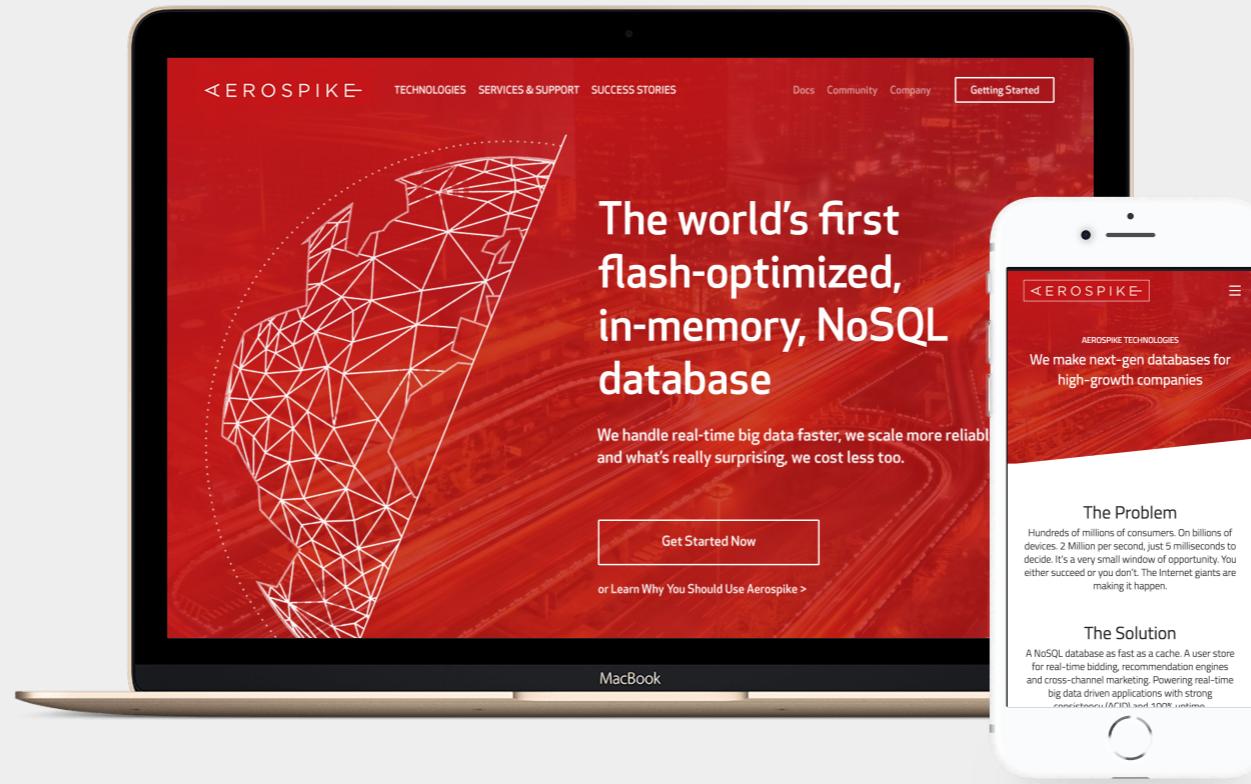
## Strategized and designed privacy controls and identity verification software for customers of financial companies

Problem: Financial companies and their customers bear the risk of transacting personal information

With **Trunomi Mobile**, customers of financial companies can securely transact and control access to personal information with financial companies

**My role:** Design strategy, interaction design and front-end engineering

[Read case study](#) or [see app](#)



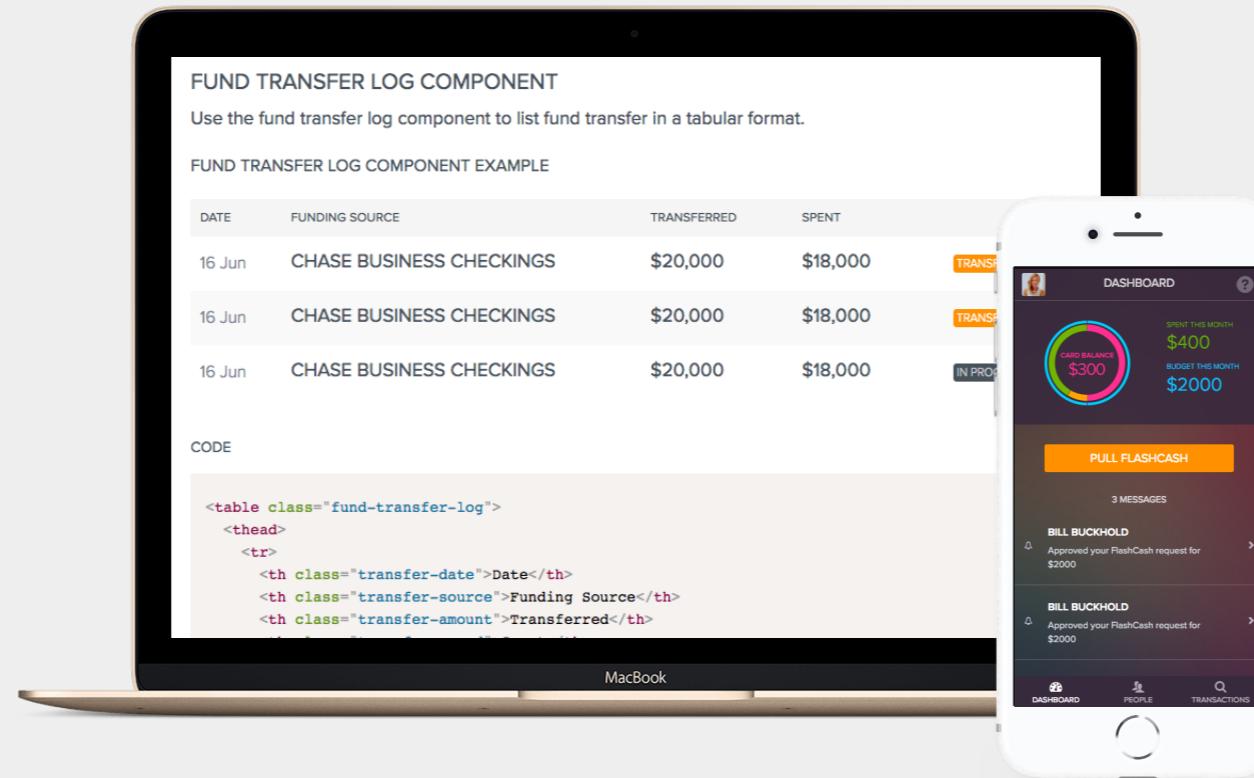
## Strategized and designed a marketing website for a next-gen database company

Problem: Traditional database architecture is too expensive for real-time data analysis

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

**My role:** Content strategy, visual design and front-end engineering

[See website](#)



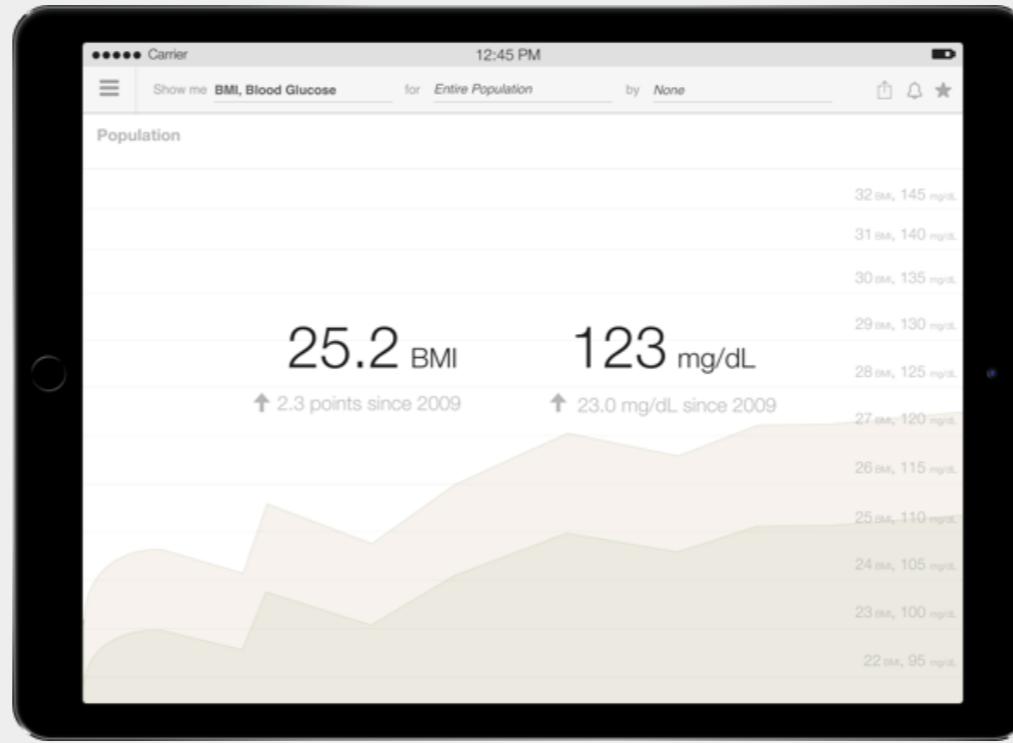
## Designed interactions and coded a design system for an expense reporting software product

Problem: Expense reporting is time-consuming and costly for employees and employers

**Dash by Karmic Labs** issues virtual spending cards to employees and automatically categorizes expenses

**My role:** Interaction design, visual design and front-end engineering

[Read case study](#) or [See design system](#)



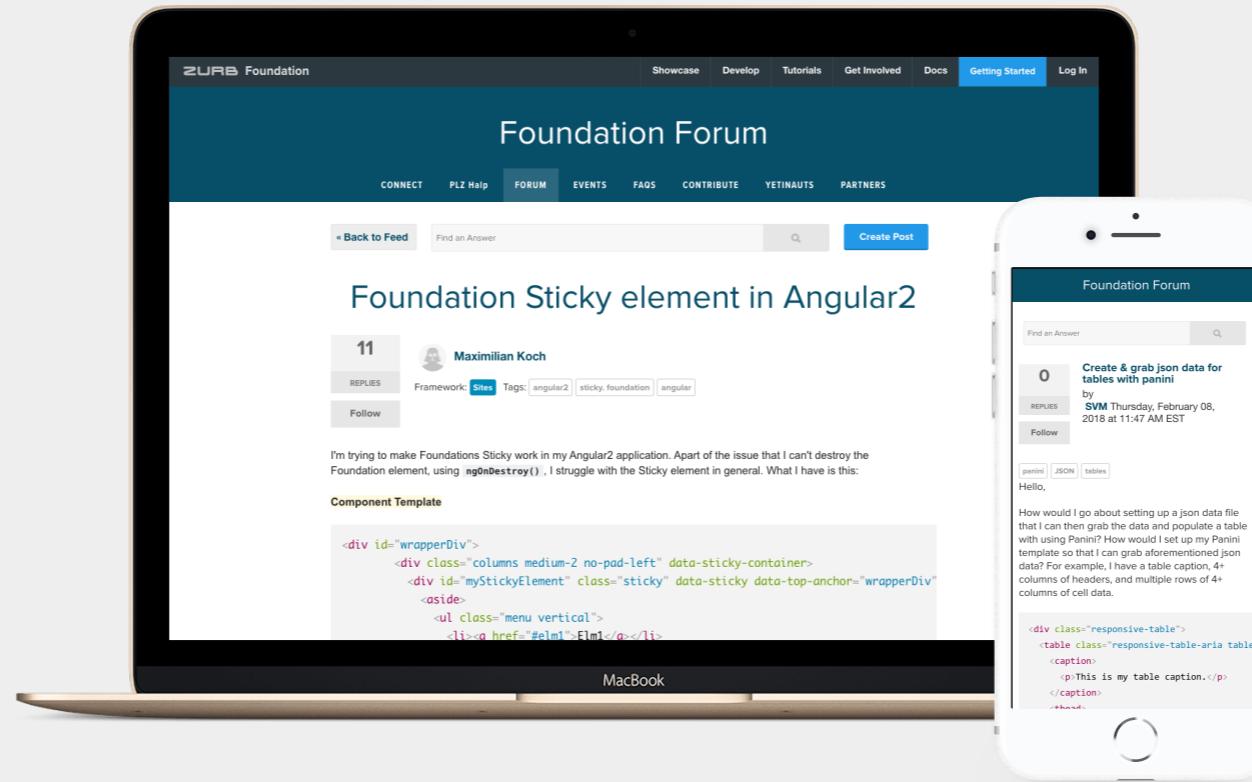
## Storyboarded and prototyped a data analysis tool for hospital administrators

Problem: Hospital administrators need to reduce cost but lack insights and software automate processes

**SAP's Care Circles** is a data analysis tool for hospital administrators to increase efficiency and reduce cost

**My role:** Storyboarding and interaction design

[See case study](#)



## Launched ZURB's Foundation Forum and grew it to over 12,000 posts

Problem: Users of Foundation, a website programming toolkit, needed questions answered quickly and cost-effectively

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

**My role:** Interaction design, data analysis and front-end engineering

[foundation.zurb.com/forum](http://foundation.zurb.com/forum)