



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**



**FUNDBOX**

**Product Designer**

2016 - 2018 • FinTech



**Counstyl**

**Product Designer**

2015 - 2016 • HealthTech



**ZURB**

**Product Designer**

2013 - 2015 • Consulting



Mechanism M

**Founder**

2010 - 2012 • Consulting



**Magento®**

**Lead Designer**

2009 - 2010 • eCommerce



## Financial Technology

2016 - 2018 · Product Designer

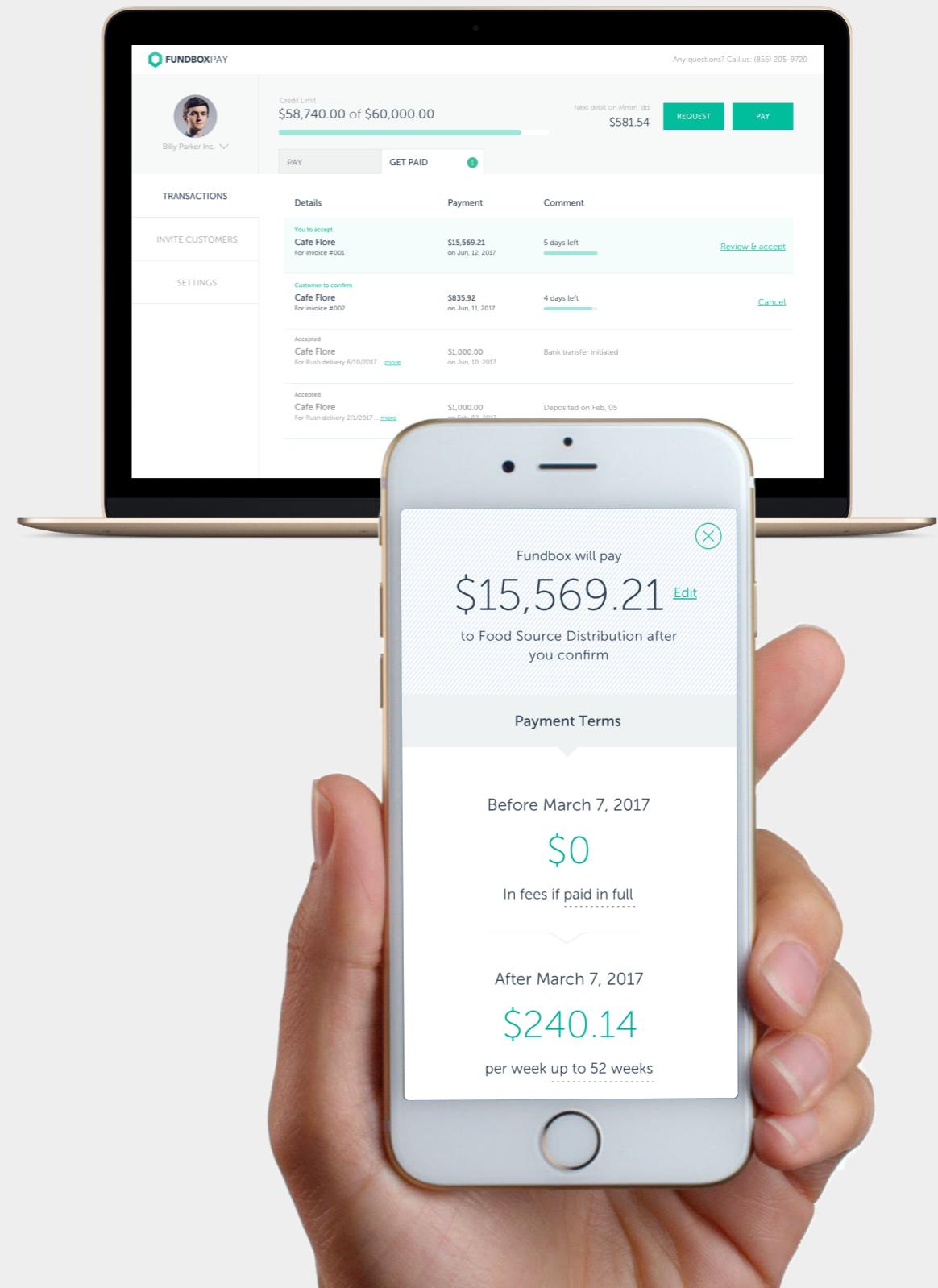
- ▶ **Launched and grew Fundbox Pay** to over a million-fold in loan origination in 18 months.
- ▶ **Led Fundbox Pay design initiatives** to reduce cost of customer acquisition, increase engagement and drive network effects.
- ▶ **Designed a Fundbox-FreshBooks invoice cash advance solution** for small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

# Launched a credit-based payment product for small businesses

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.

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

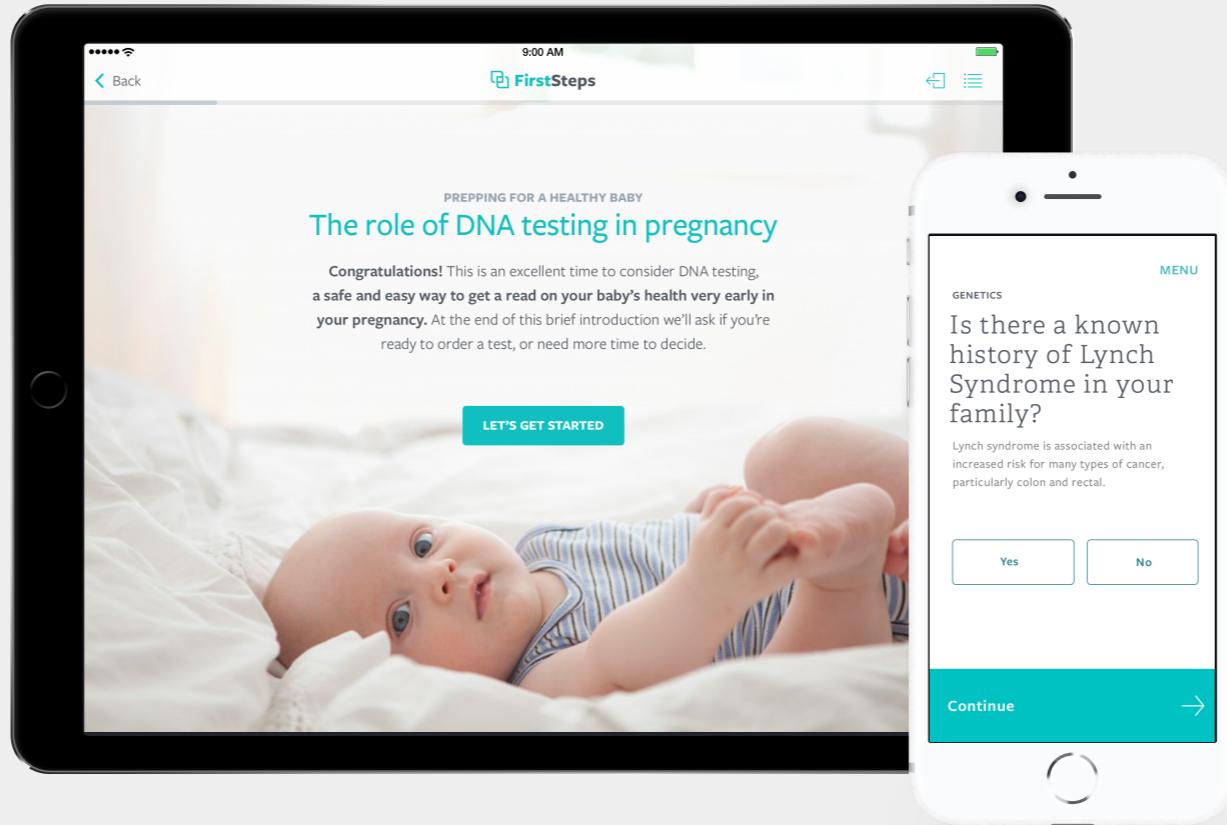


# Counsyl

## Health Technology

2015 - 2016 · Product Designer

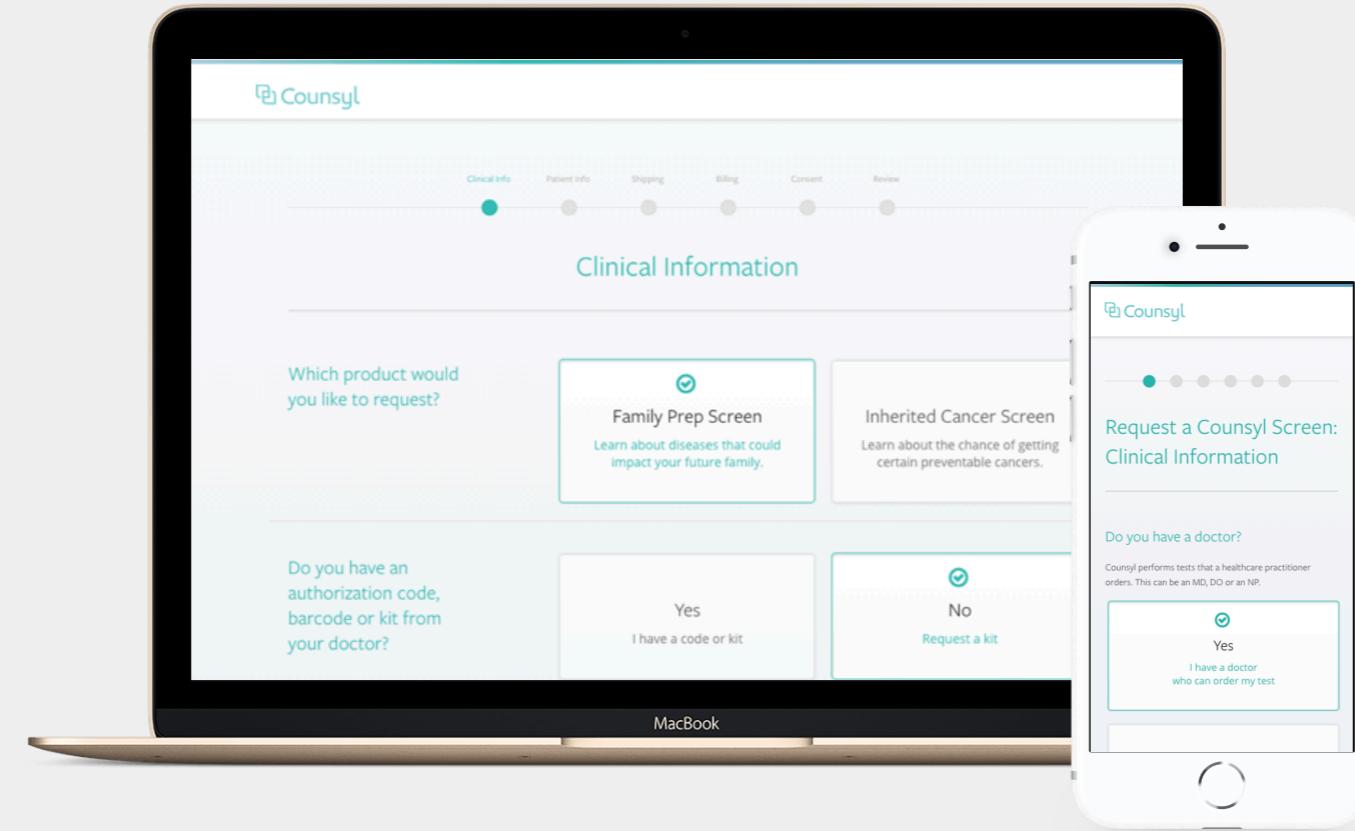
- ▶ Launched **FirstSteps** and **FirstCare**, tools to increase sales for Counsyl's DNA tests.
- ▶ Strategized a product pivot from **FirstSteps** to **FirstCare**, a cancer risk assessment tool for large hospital systems.
- ▶ Grew **FirstCare** to thousands of users and validated the product pilot 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 Counstyl's DNA tests by launching two digital sales tools

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

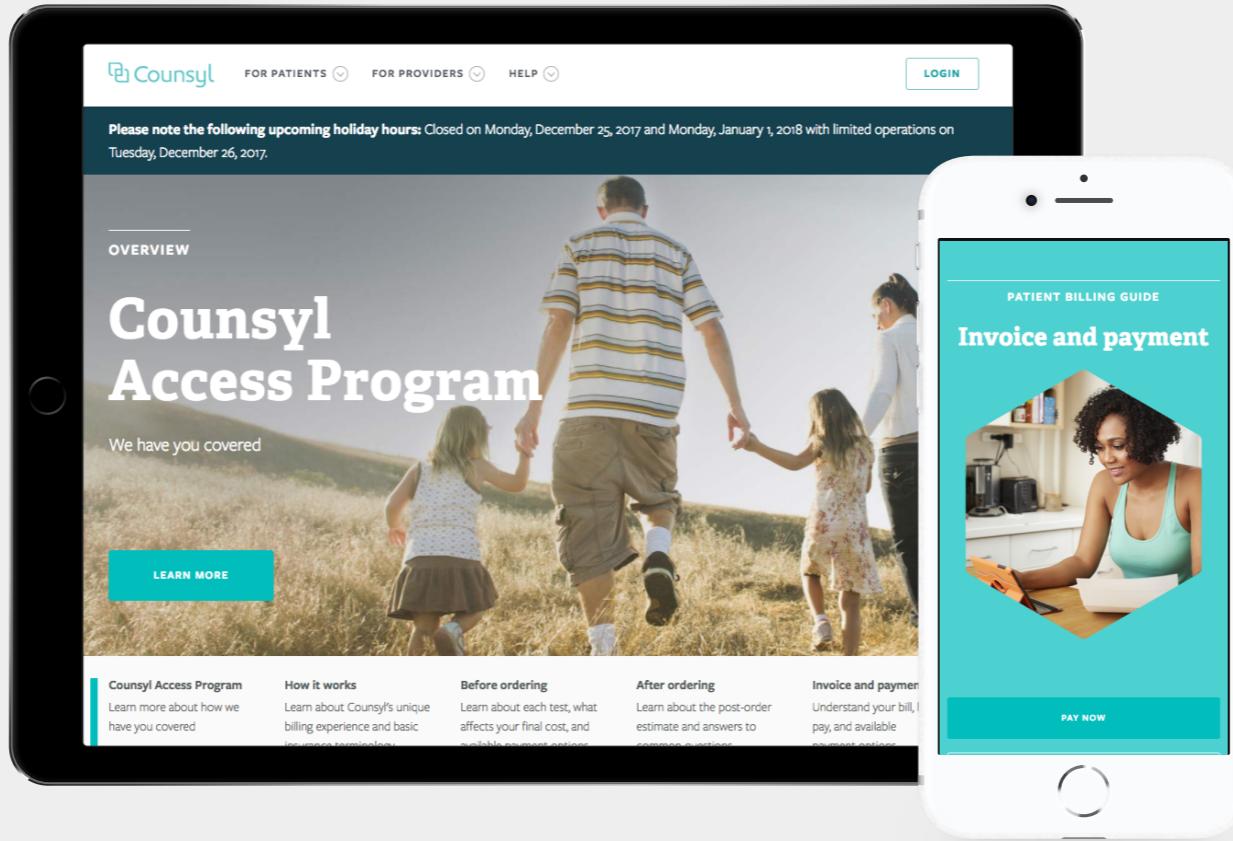
[See case study](#)



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

Counsyl sells its DNA tests via its online order channel.

[See case study](#)



## Designed a patient guide to medical billing for Counstyl, a health tech company

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

[counstyl.com/access](http://counstyl.com/access)



## Design Consulting

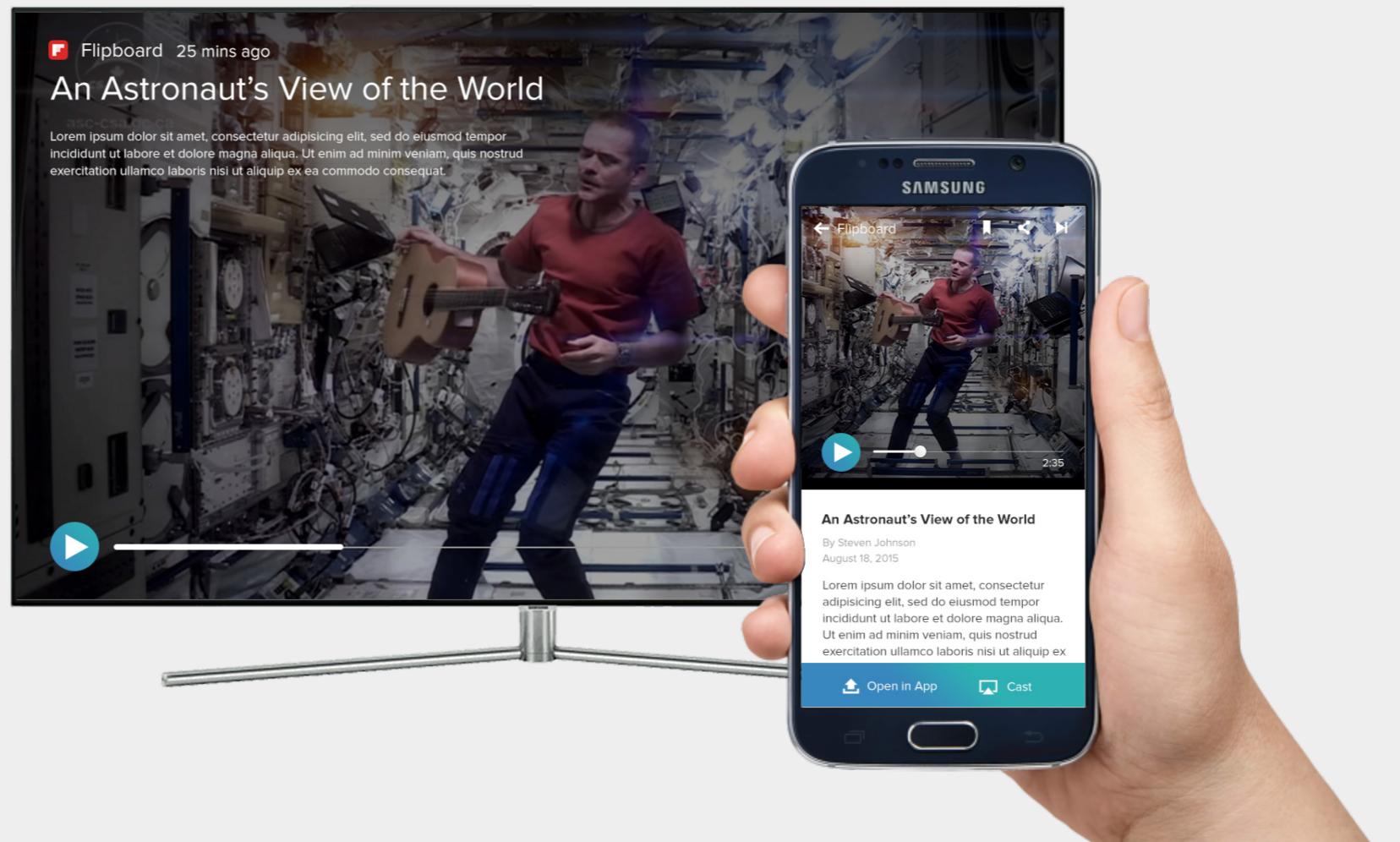
2013 - 2015 · Product Designer

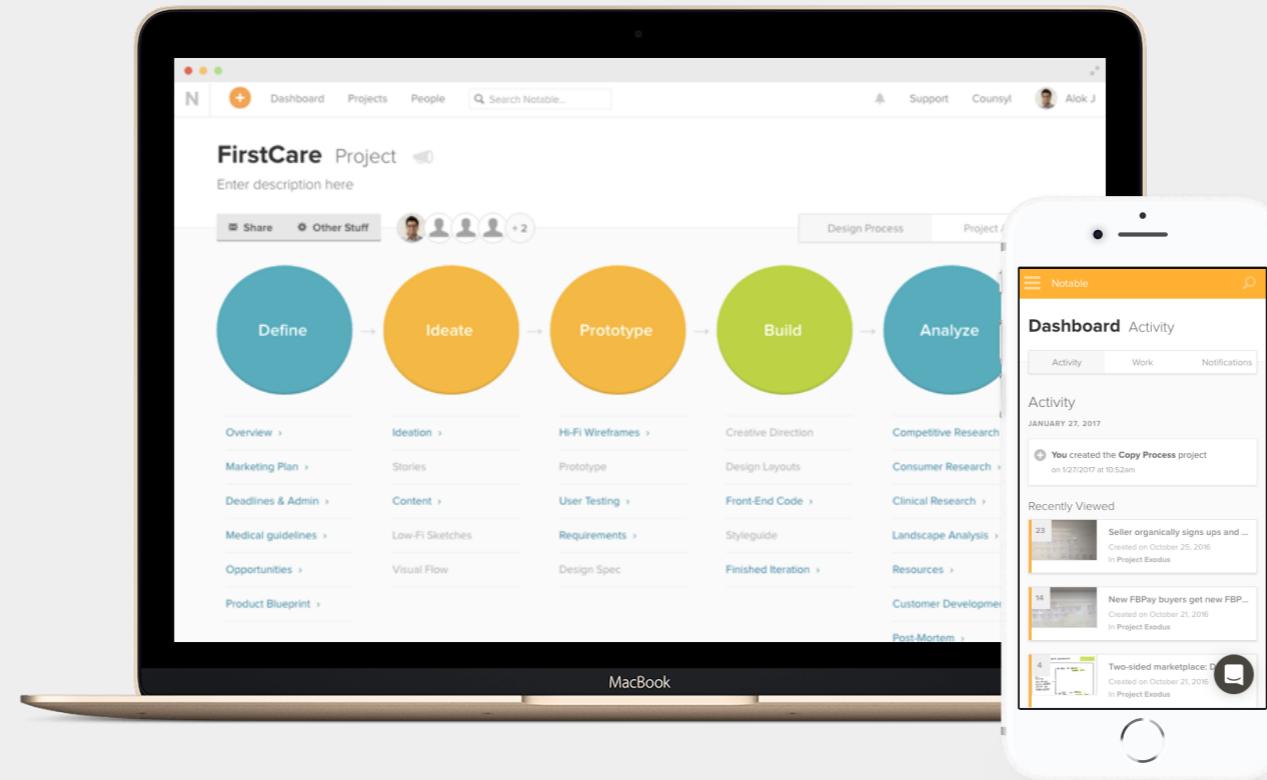
- ▶ **Developed opportunities, prototypes, visuals and front-end code** for SAP, Samsung SRA, Intuit, Stanford, APT, eBay, GigaOM Research, Trunomi, ZOZI and more.
- ▶ **Strategized, designed and launched Notable**, a design presentation, and feedback service.
- ▶ **Launched and grew Foundation Forum** 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.

# Created engagement rules and a human interface guideline for SamsungONE

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

[See case study](#)

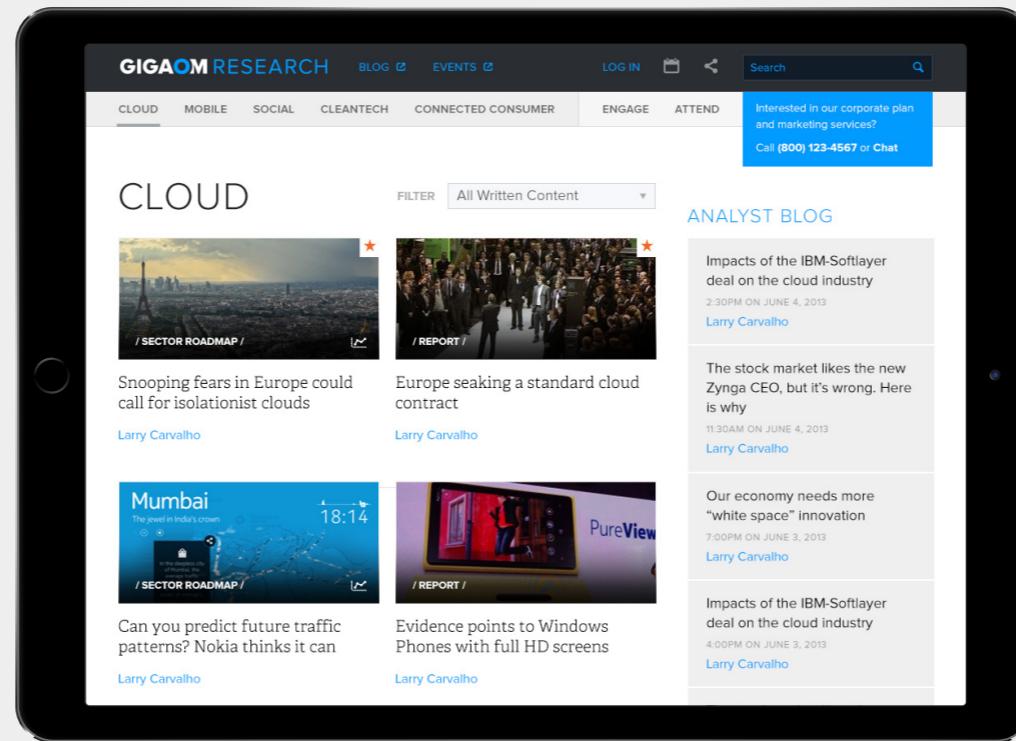




## Strategized and launched Notable, a design presentation product

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

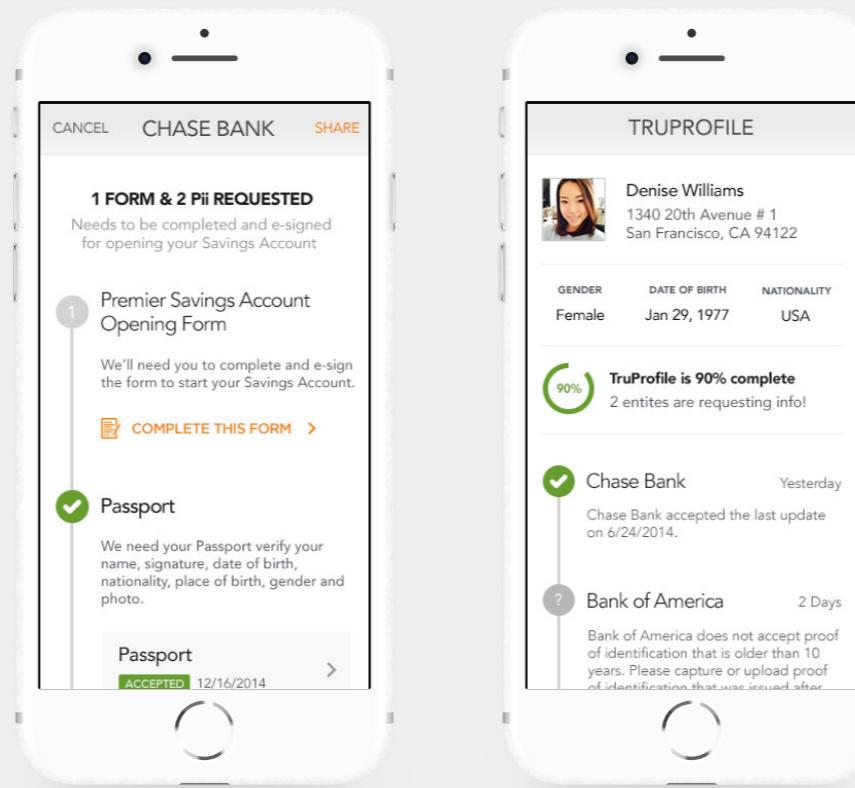
[See case study](#) or [zurb.com/notable](http://zurb.com/notable)



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

GigaOM Research provides industry analysis for the technology industry.

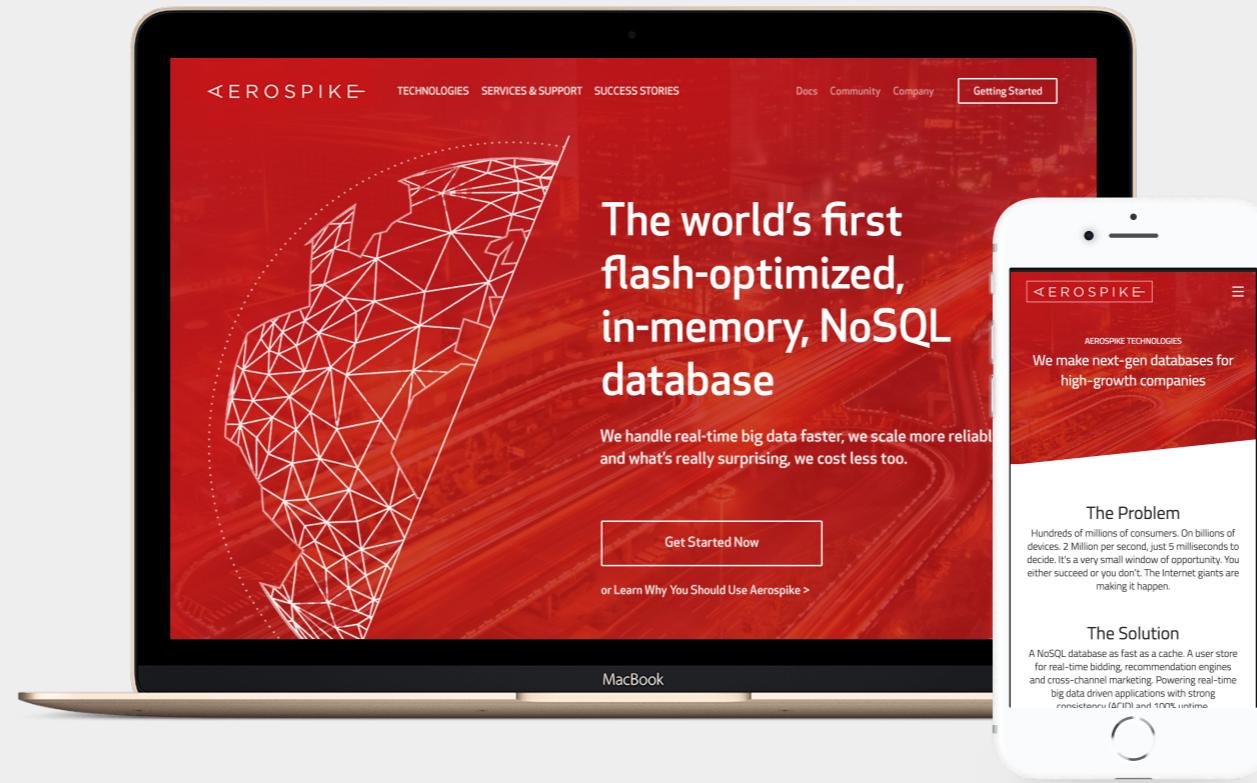
[gigaom.com](http://gigaom.com)



## 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.

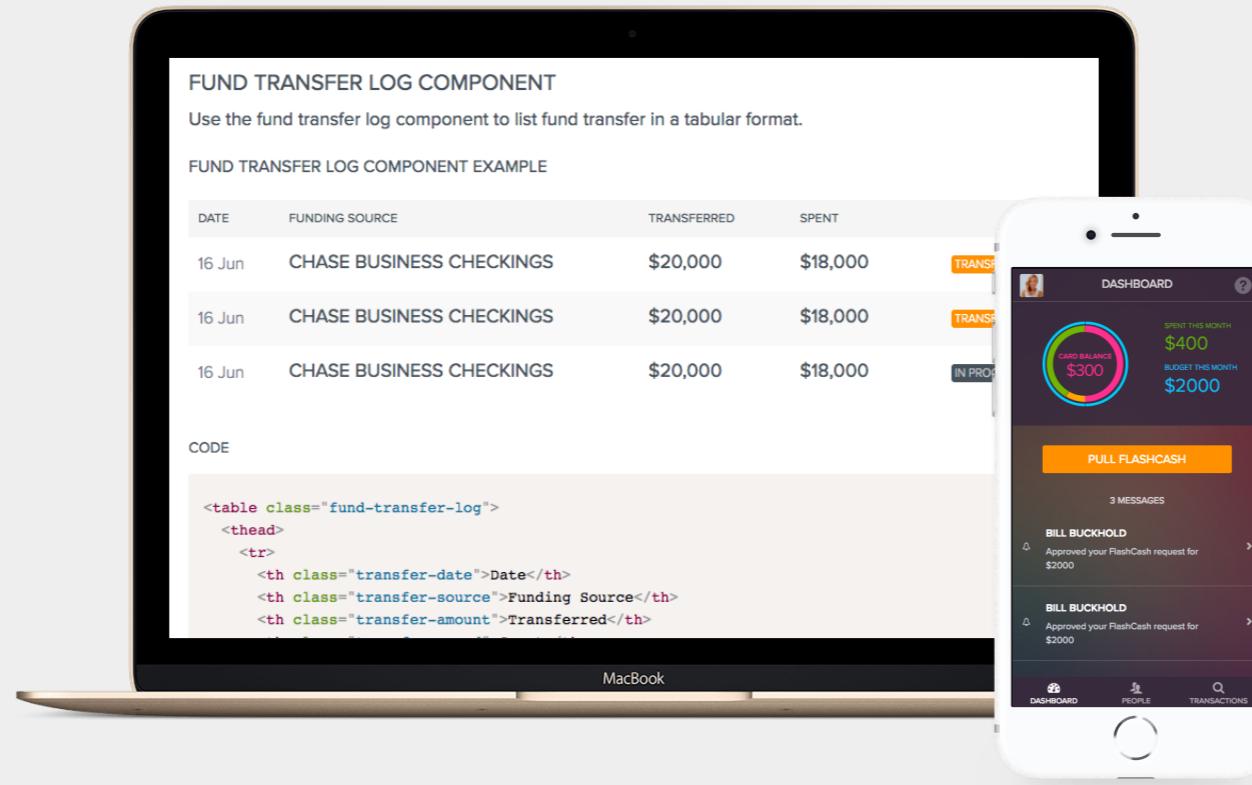
[Read case study](#) or [see app](#)



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

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

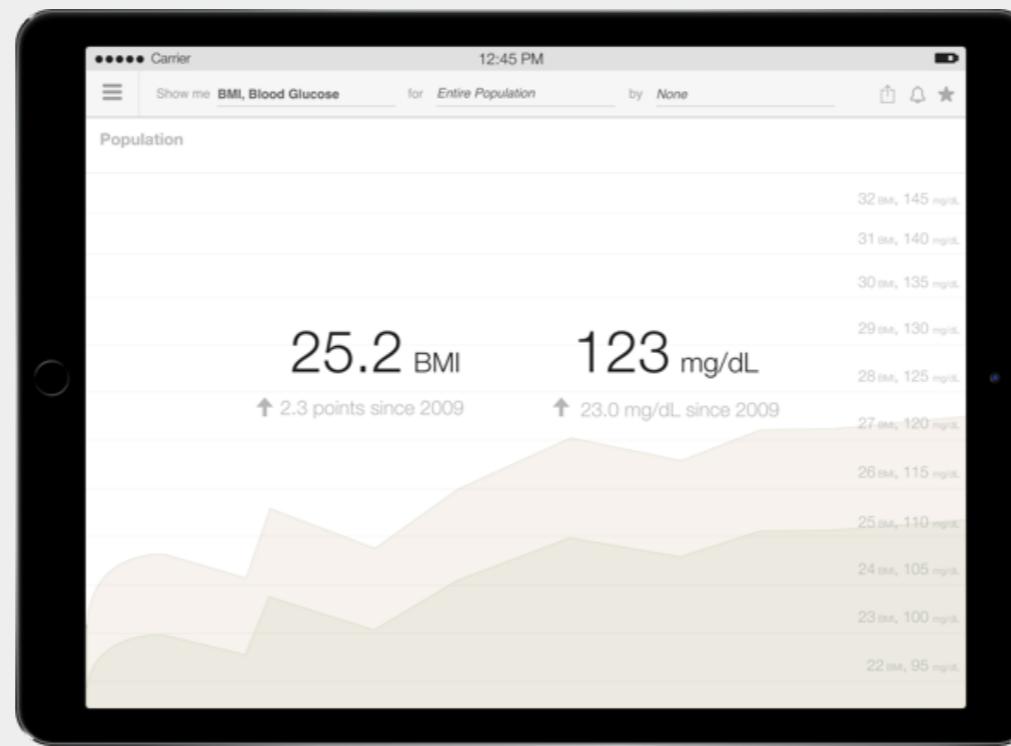
[See website](#)



## 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.

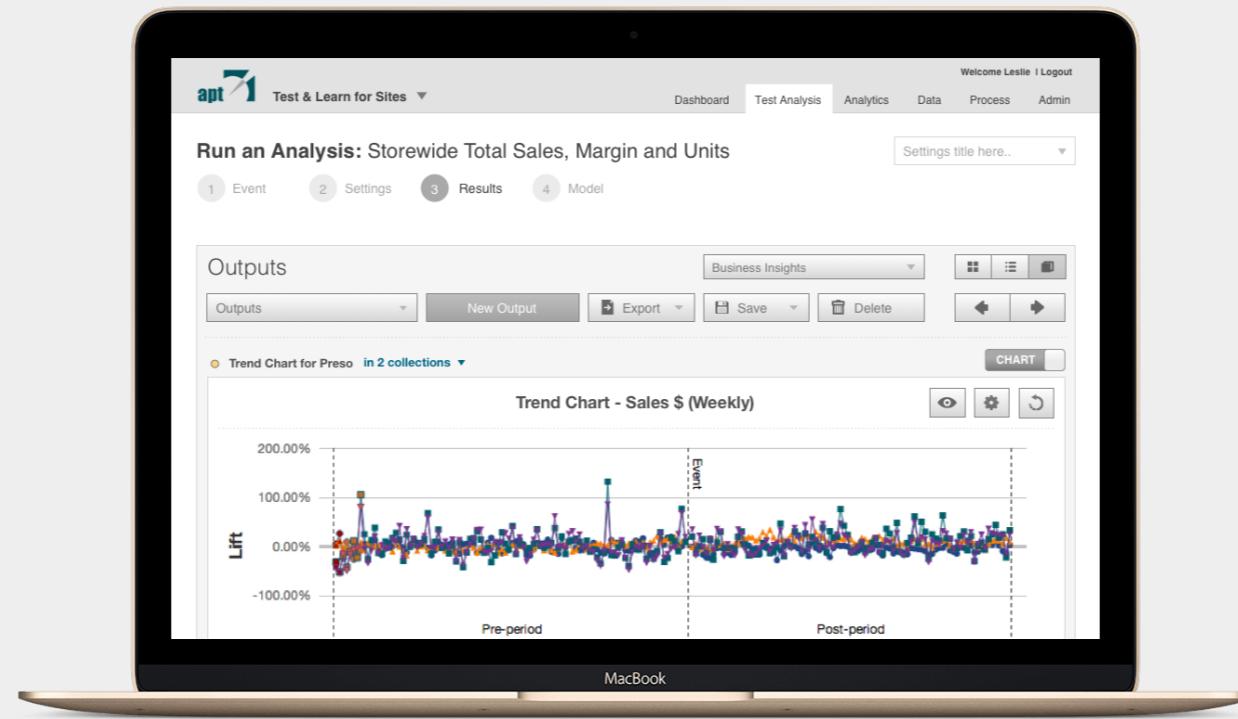
[See design system](#)



## 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.

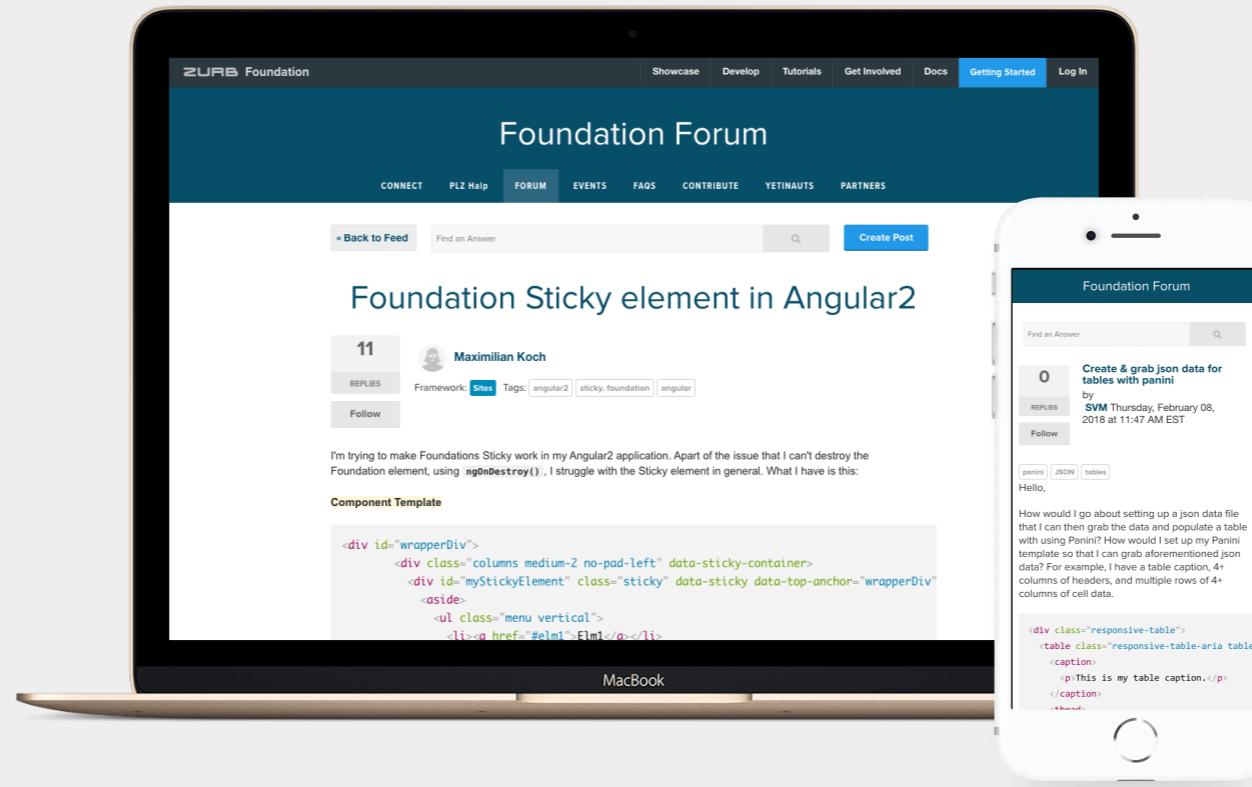
[See case study](#)



## 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.

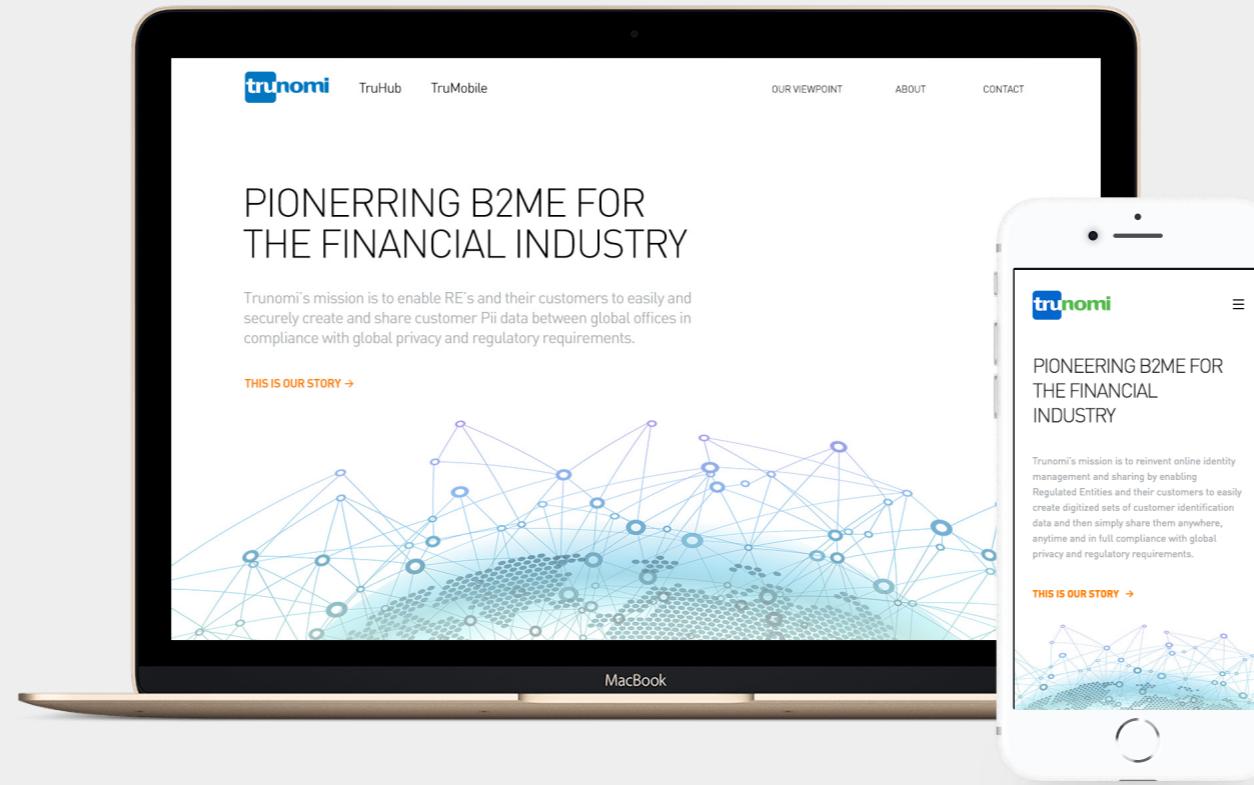
Case study coming soon



## 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.

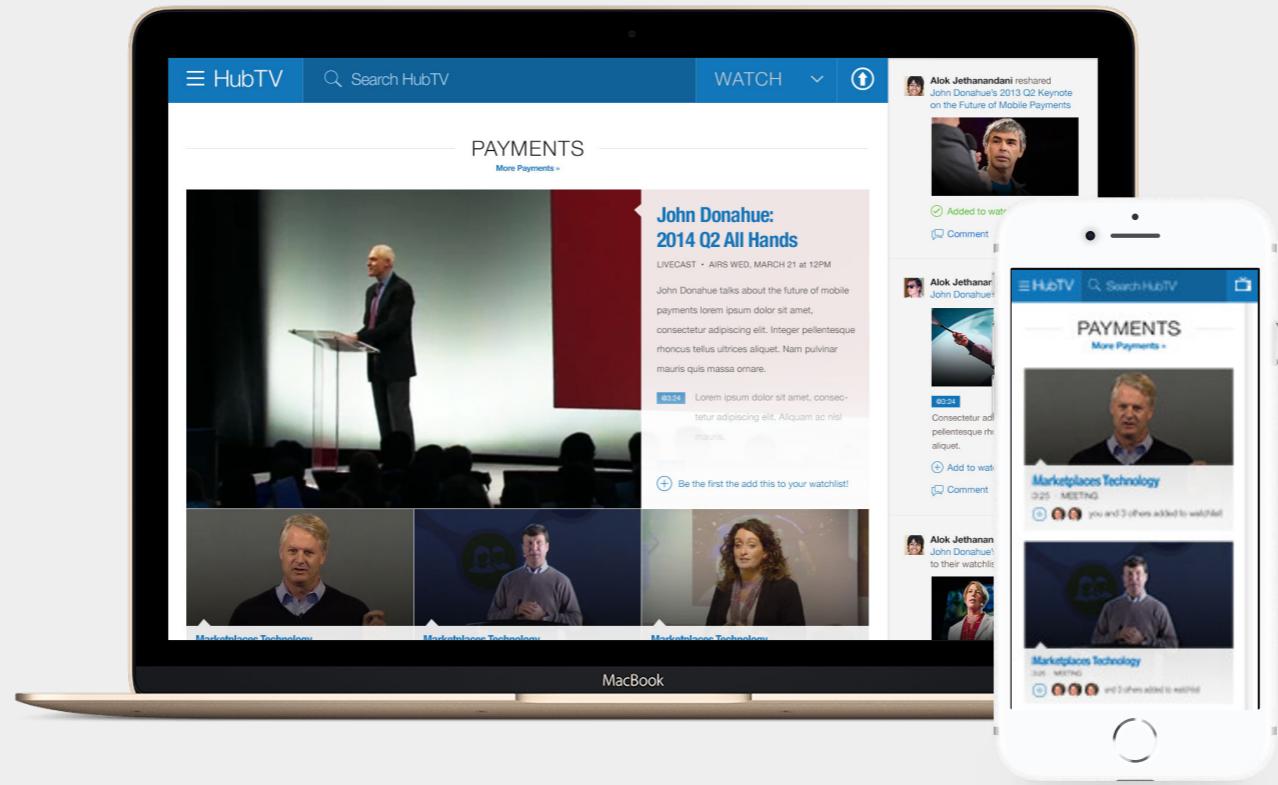
[foundation.zurb.com/forum](http://foundation.zurb.com/forum)



## 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 website](#)



## 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