



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**



## Product Designer

2016 - 2018 • FinTech

## Product Designer

2015 - 2016 • HealthTech

## Product Designer

2013 - 2015 • Consulting

## Founder

2010 - 2012 • Consulting

## Lead Designer

2009 - 2010 • eCommerce



## Financial Technology

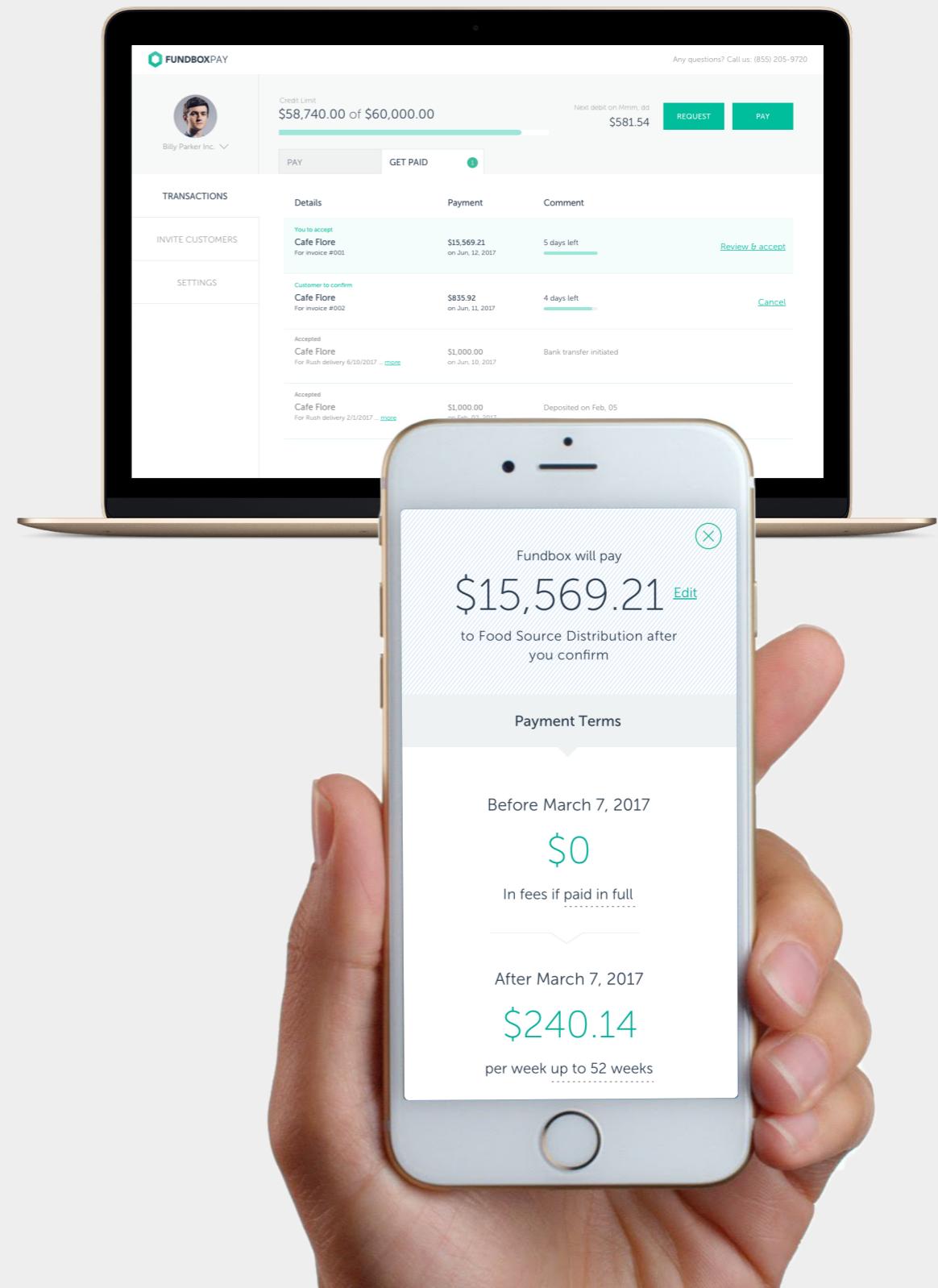
2016 - 2018 • Product Designer

- ▶ **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.

With Fundbox Pay, businesses get 60 more days to pay, while their vendors get paid right away.

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

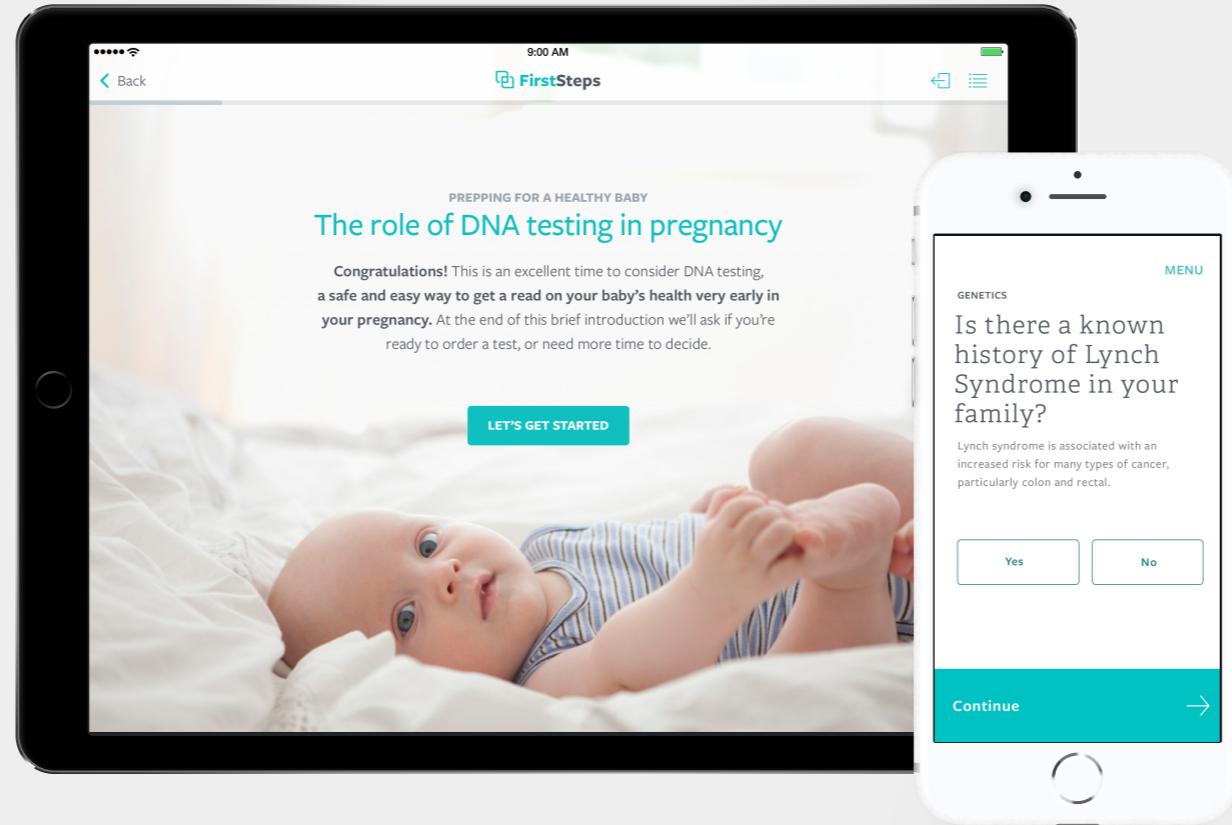


# Counsyl

## Health Technology

2015 - 2016 • Product Designer

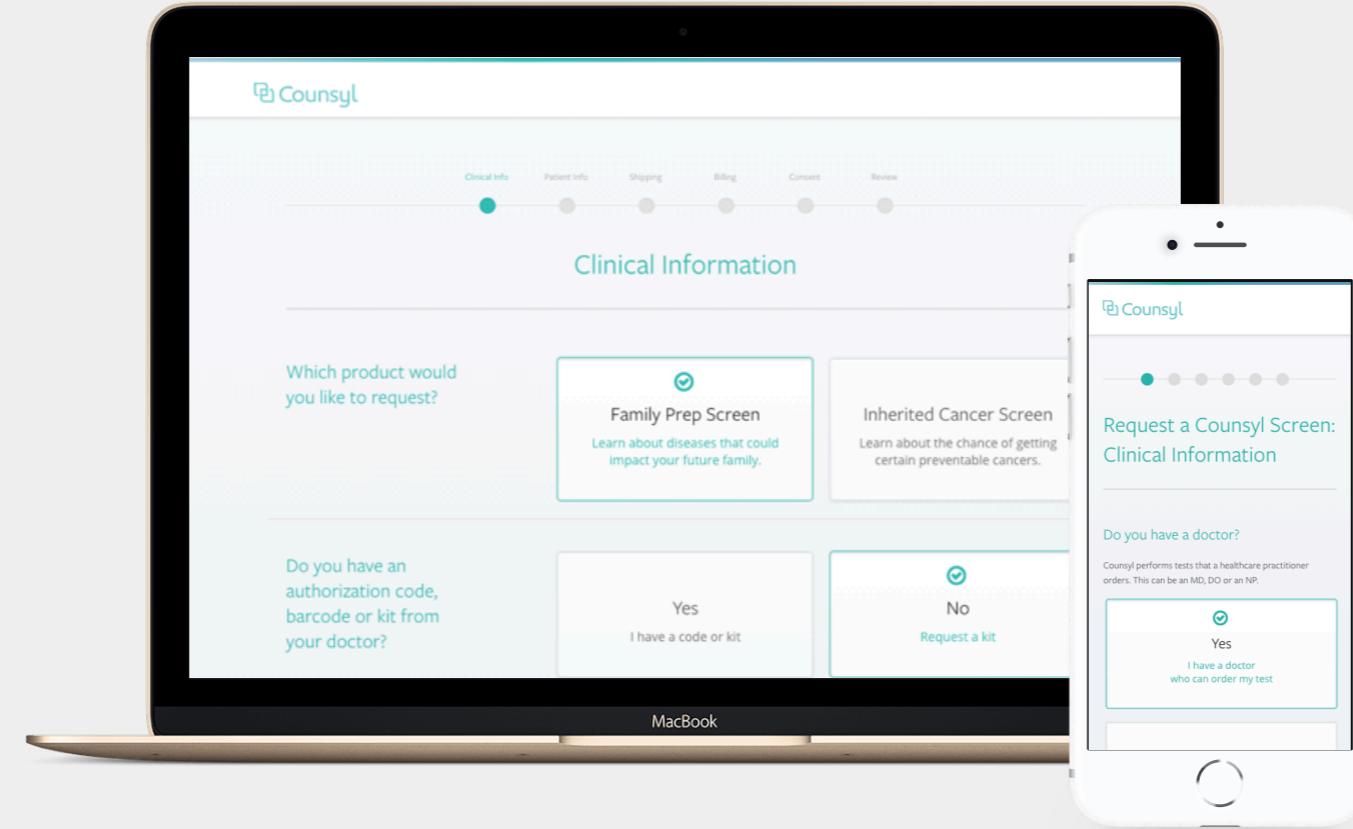
- ▶ **Launched FirstSteps and FirstCare**, tools to increase sales for Counsyl's DNA tests.
- ▶ **Strategized a product pivot from FirstSteps to FirstCare**, a cancer risk assessment tool for large hospital systems.
- ▶ **Grew FirstCare to thousands of users** and validated the product pilot with strategic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

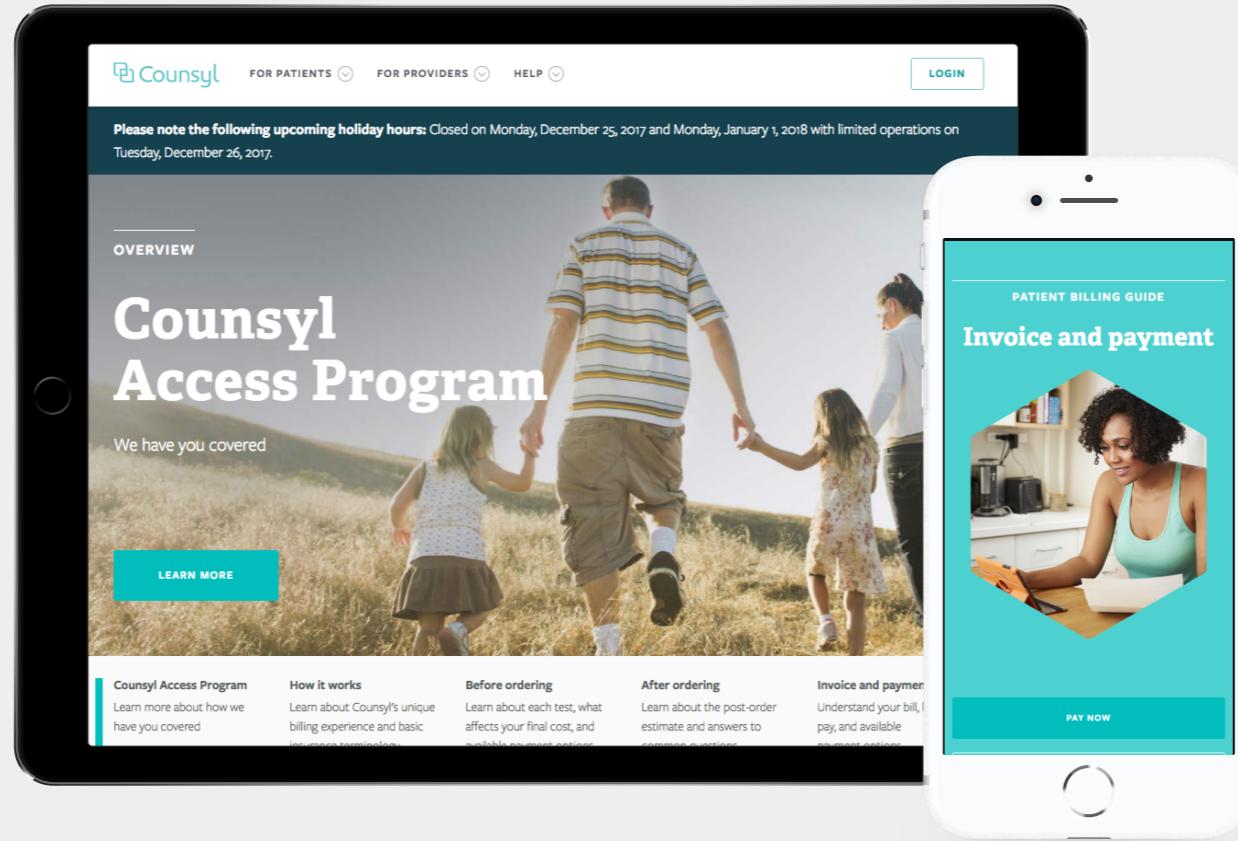
[See case study](#)



**Increased order fulfillment by 6X for  
Counsyl's online order channel by A/B testing flows.**

counstyl.com/order is an online order channel for Counsyl's DNA tests.

See case study



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

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

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



## Design Consulting

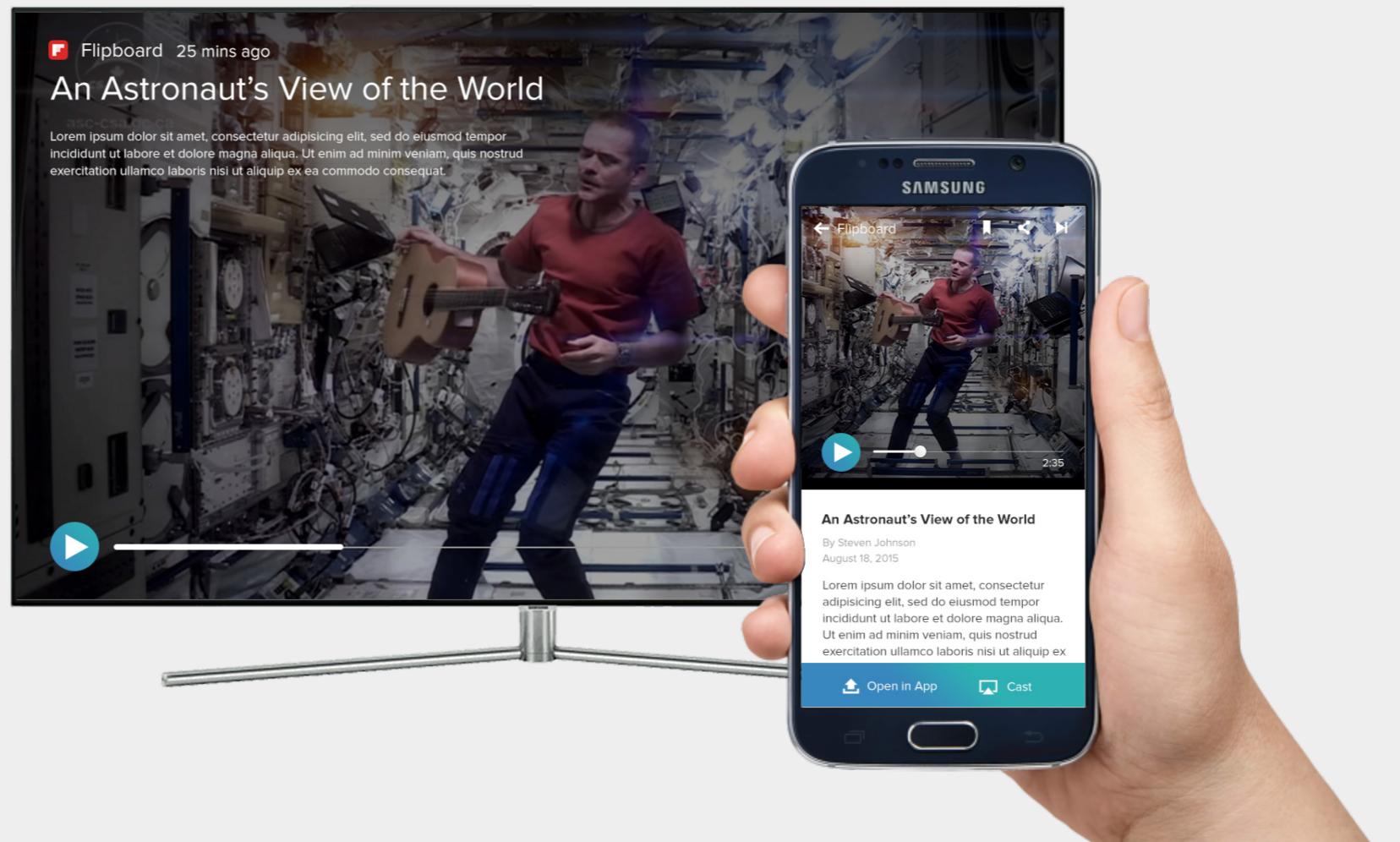
2013 - 2015 • Product Designer

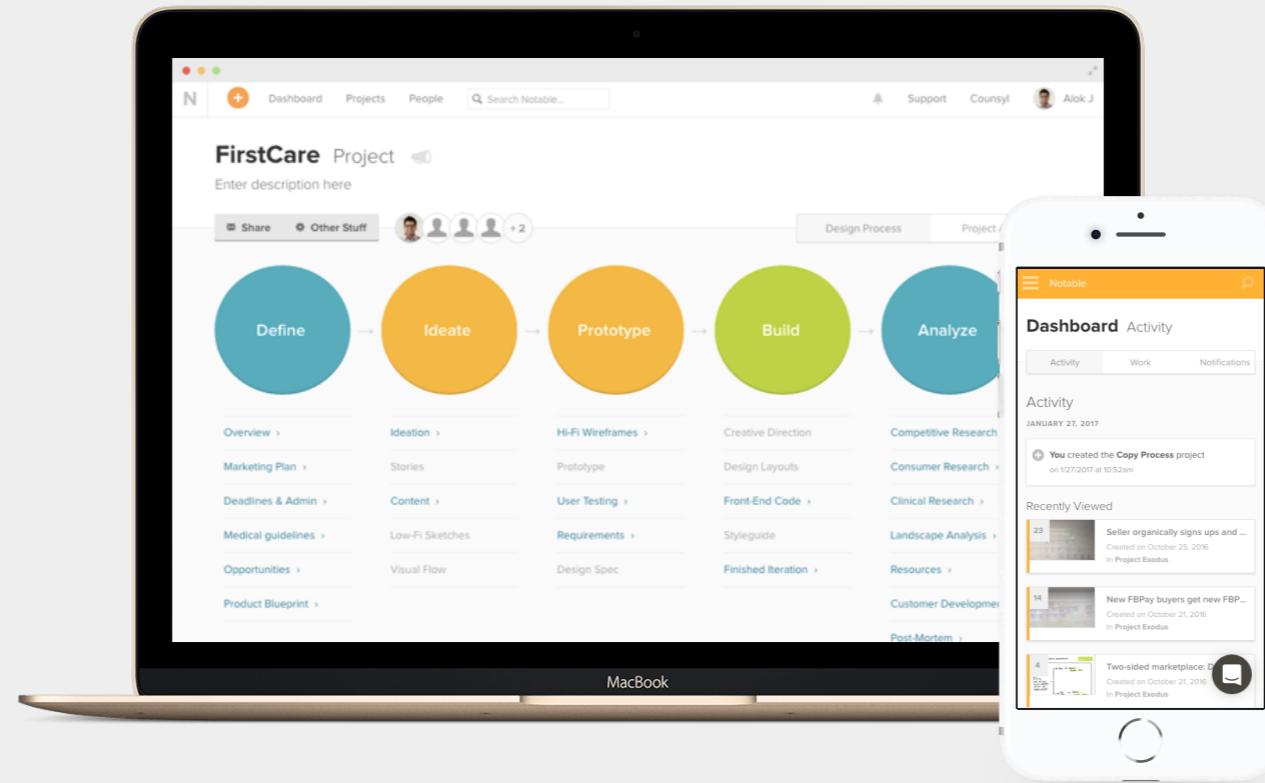
- ▶ **Developed opportunities, prototypes, visuals and front-end code** for SAP, Samsung SRA, Intuit, Stanford, APT, eBay, GigaOM Research, Trunomi, ZOZI and more.
- ▶ **Strategized, designed and launched Notable**, a design presentation, and feedback service.
- ▶ **Launched and grew Foundation Forum**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

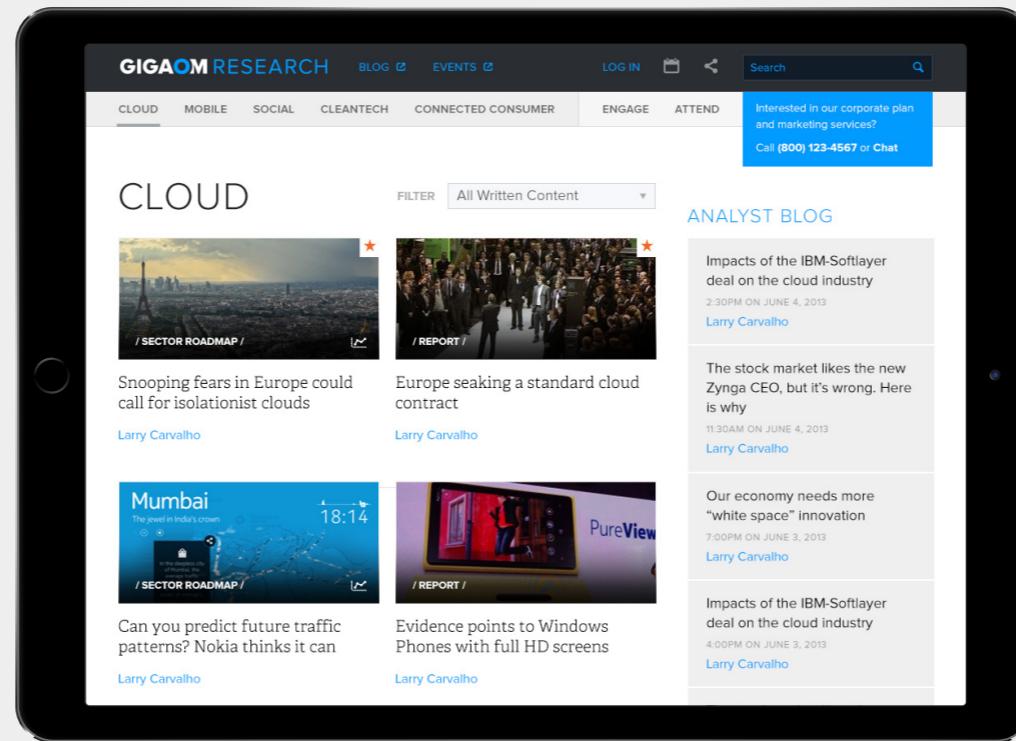




## Strategized and launched Notable, a design presentation product.

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

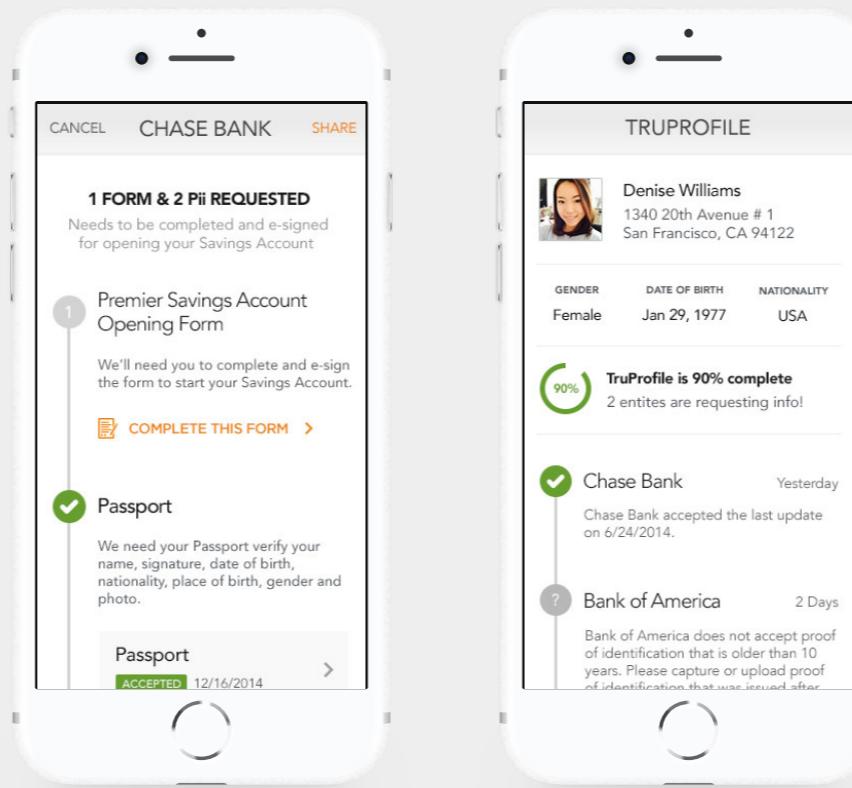
[See case study](#) or [zurb.com/notable](http://zurb.com/notable)



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

GigaOM Research provides industry analysis for the technology industry.

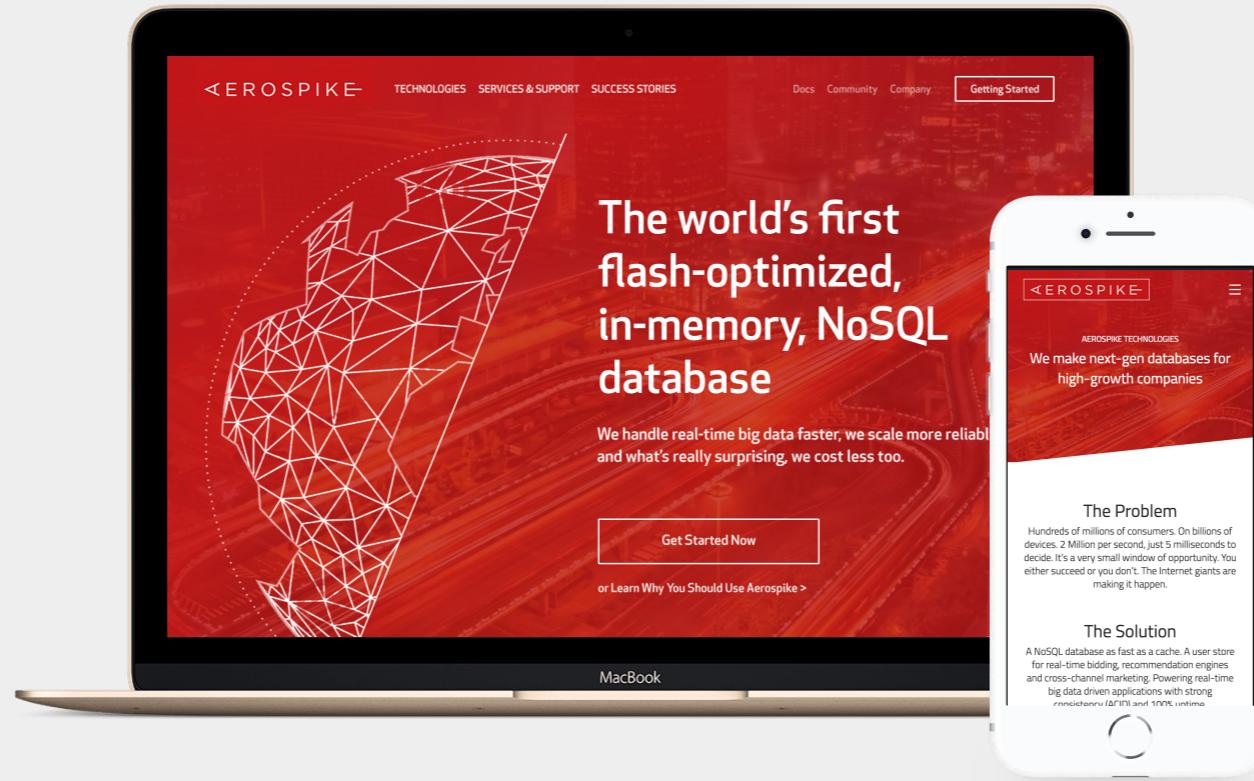
[gigaom.com](http://gigaom.com)



## 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.

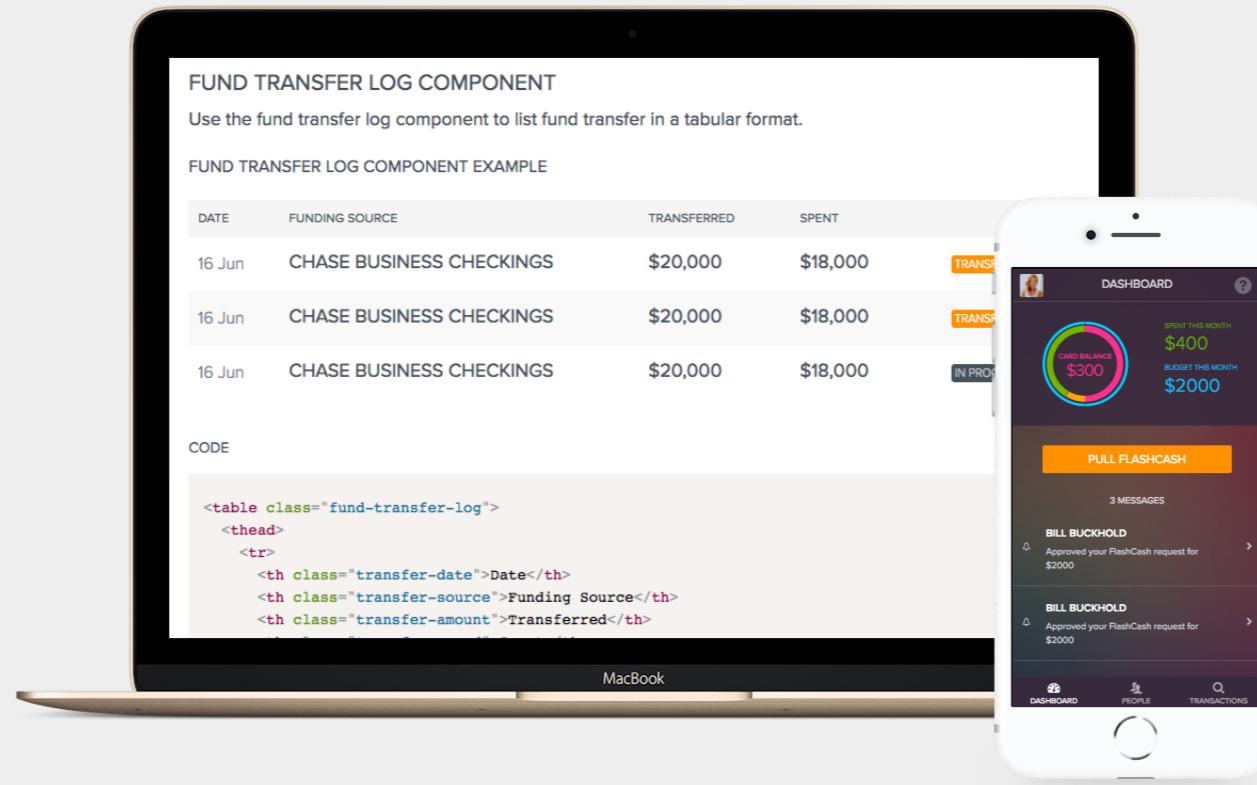
[Read case study](#) or [see app](#)



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

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

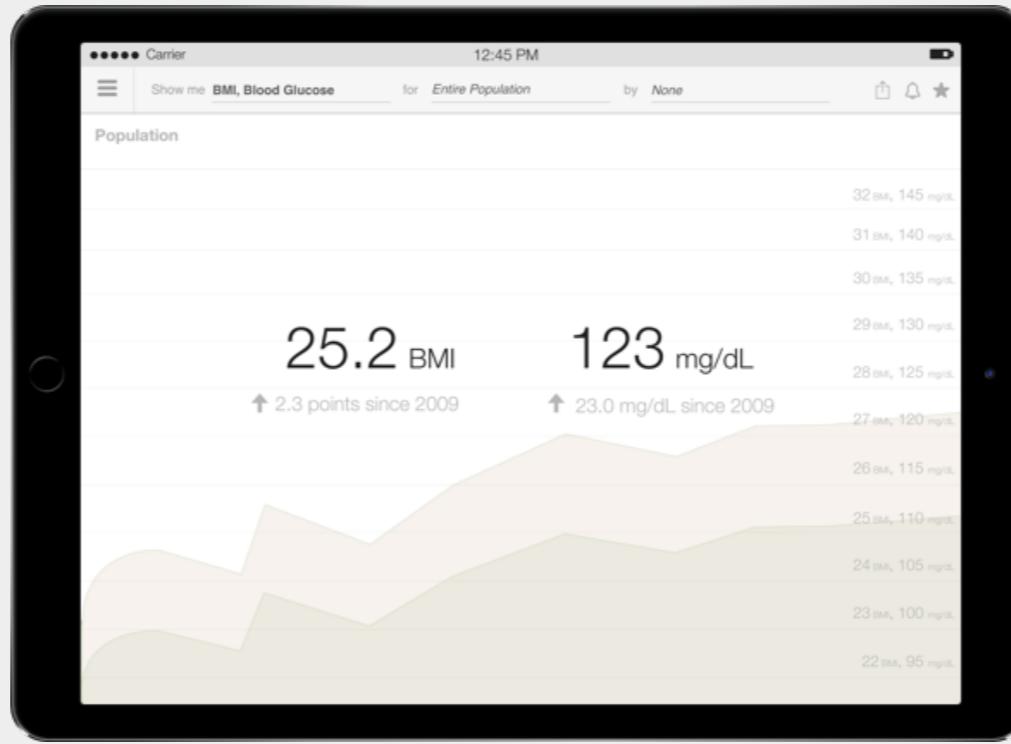
[See website](#)



## 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.

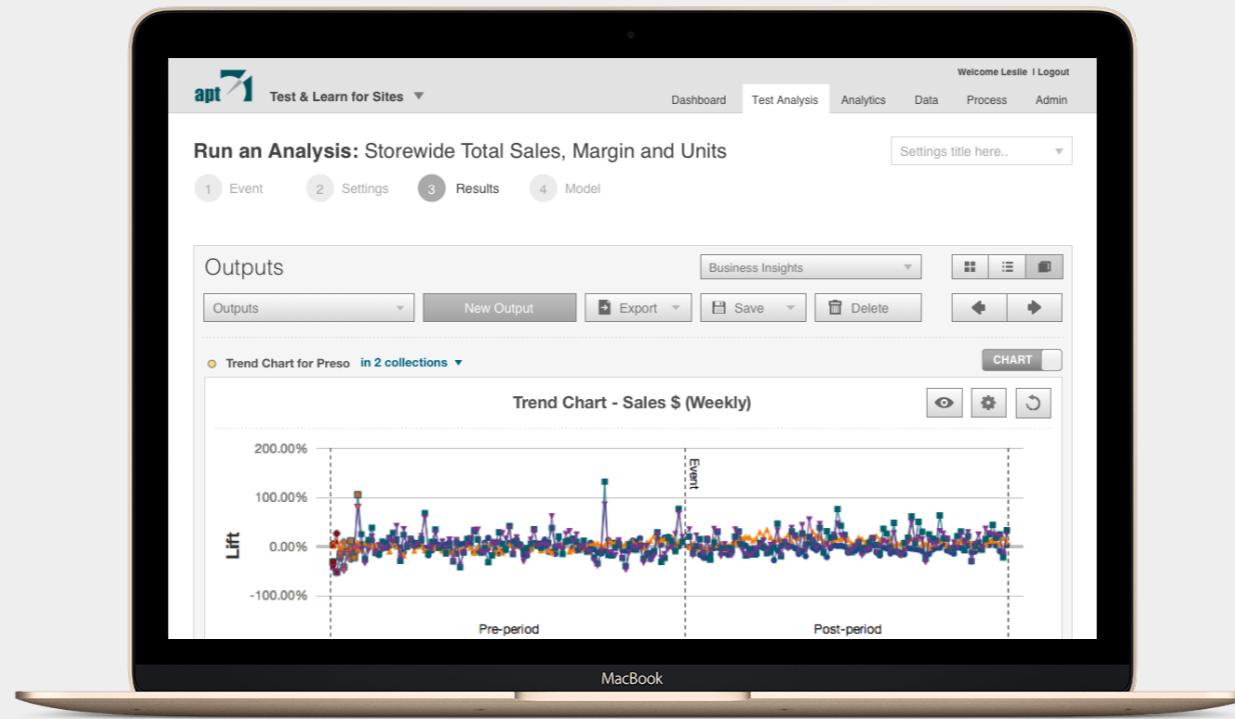
[Read case study](#) or [see design system](#)



## 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.

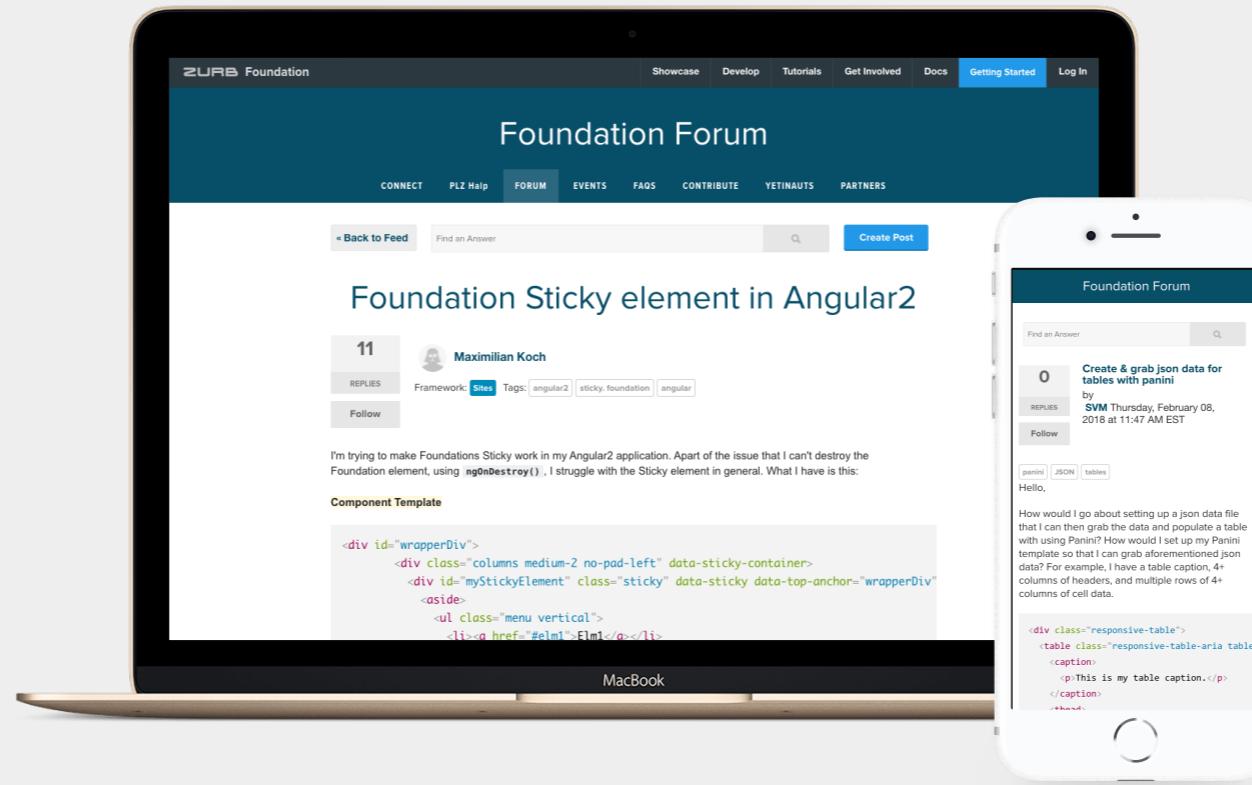
[See case study](#)



## 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.

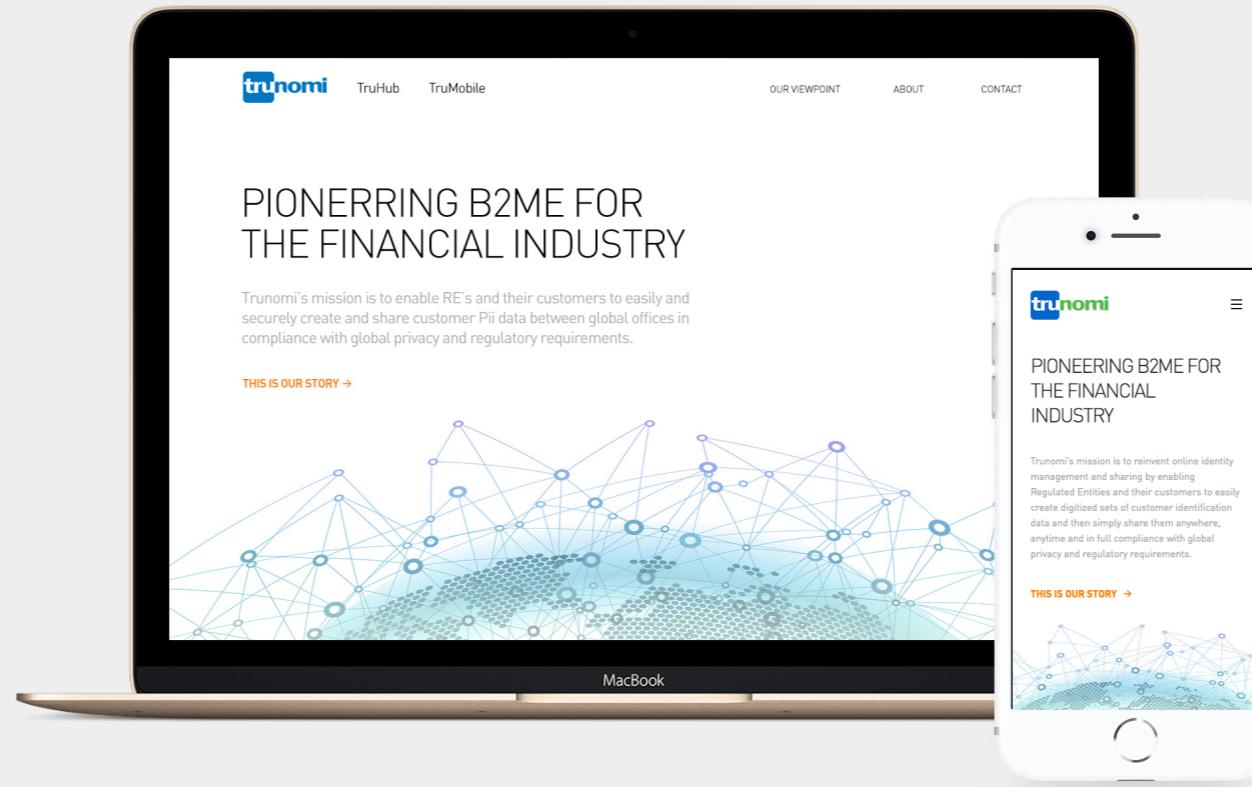
Case study coming soon



## 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.

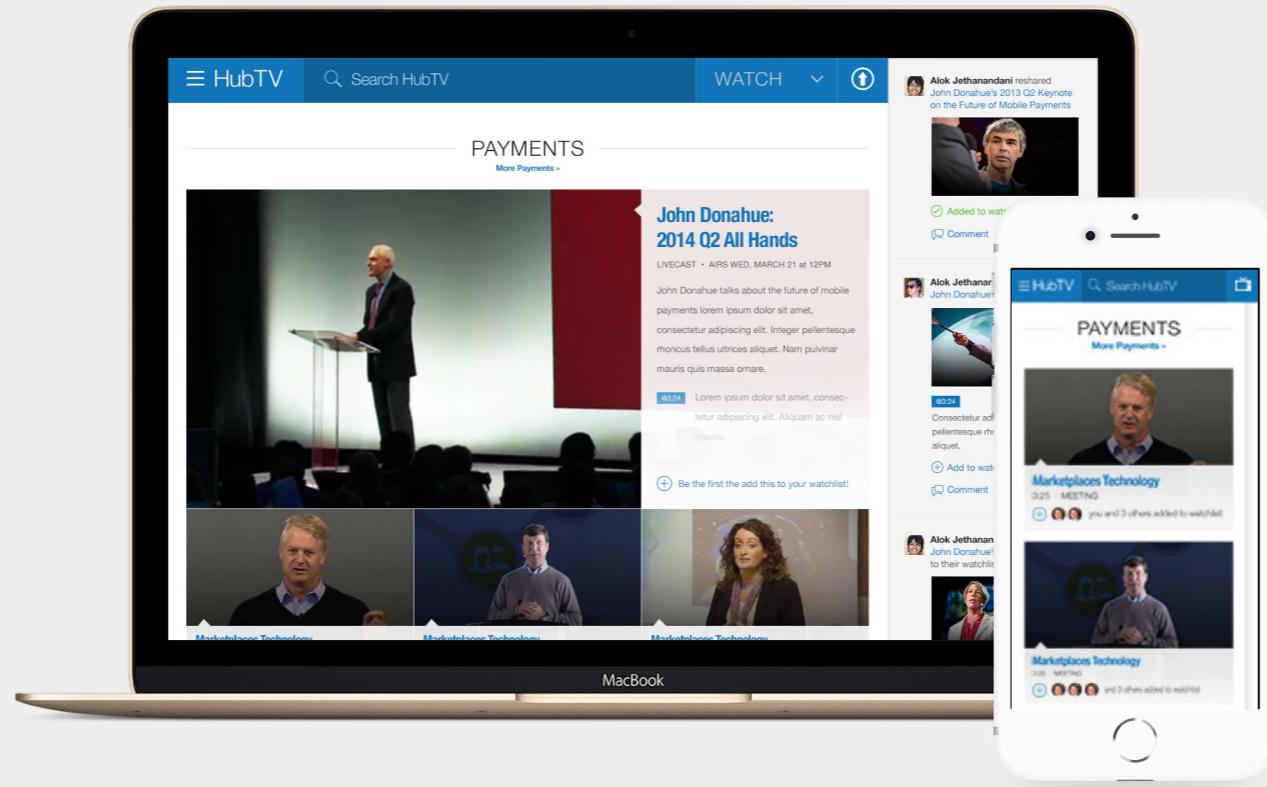
[foundation.zurb.com/forum](http://foundation.zurb.com/forum)



## 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.

[Read case study](#) or [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.