

# Izel Maras, Lead Product Designer at Chime

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B.A. in Visual Studies & Computer Science  
Tufts University, Medford, MA, May 2015.

## Independent Projects

Seismic Alarm ↗ — Designed and built in Cursor, then launched on the App Store; a motion-sensing app that detects vibrations and triggers an alarm to warn users of earthquakes — motivated by Google's failure to alert 10 M people during a major quake ↗.

Sourcer ↗ — Designed and developed a web app reimagining Are.na and Pinterest as an inspiration and source-aggregation tool for designers; prototyped in v0, then rebuilt in Cursor.

## Lead Product Designer at Chime, New York September 2024 - Current

- Lead design for MyPay DTC and early DTE initiatives at Chime, shaping the product strategy and systems that scale the Pay Advance experience across member segments.
- Redesigned MyPay, launching the patented MyPay Dial — a new interaction framework that lifted NPS +4pts, cut churn 50%, and drove 15K new direct-deposit conversions.
- Inventor on the patent for the two-sided Dial paradigm, a scalable data-visualization and pay-cycle model now central to MyPay's ecosystem.
- AI Design Lead — partnered with v0, Figma, and Subframe, led Chime's first AI Vibe Coding Workshop, and moderated company-wide talks with Figma's Head of Product and v0's Head of Design to advance AI-driven workflows.
- Built a design-to-code pipeline with the Design Systems team using Figma MCP, Code Connect, and Cursor, enabling live component syncing, auto-specs, and motion libraries that unify ChimeKit's design and engineering layers; advise VP-level leaders on AI tooling and automation strategy.

## Head of Design and Creative at Roon, New York March 2022 - Current

- Built Roon's brand and product from the ground up as founding designer—defining its visual identity, product experience, and design system.
- Partnered with engineering to launch the first web and app MVPs, driving product direction and execution in the absence of a product lead.
- Designed and prototyped an AI-powered Q&A assistant and smart vector search, shaping the interaction model, motion, and visual language while collaborating with engineers on vector schema design, LLM behavior tuning, and a signature “thinking” animation.

- Pioneered new interaction patterns including an interactive condition-journey map and a one-to-many question-to-video interface, advancing engagement and understanding.
- Built and maintained a scalable Figma design system; led research, content strategy, and contractor management while executing core product design hands-on.

## Product Design Lead at Verizon, New York April 2021 - May 2017 New York, NY

- Created and owned Verizon's first design system, collaborating with leading design-system experts to establish scalable, accessible UI foundations and codify the company's visual standards across digital products.
- Led visual design for Verizon Up, shaping the rewards program's identity and driving engagement and customer growth.
- Defined the design language for the Verizon Digital Assistant, developing widget systems and conversational UI paradigms for cohesive, human-centered experiences.
- Built a unified data visualization language that clarified complex analytics and aligned reporting tools across platforms.
- Adapted Verizon's product visual language for GizmoWatch, designing simple, playful watchfaces for a wearable form factor.

## Visual Designer at frog Design, New York September 2015 - February 2016 New York, NY

- Designed and supported digital products for BNY Mellon, T-Mobile, Verizon, AB InBev, and Samsung.
- Conducted user research and co-facilitated in-person workshops for Samsung, leading journey mapping, synthesis, and ideation sessions.
- Built a strong foundation in visual design, design research, and creative technology.

## Developer at Marcelo Coelho Studio, Cambridge, MA July 2014 – August 2015

- Developed firmware and software for a Bluetooth-enabled wearable device supporting social interactions.
- Designed and built front- and back-end systems for accompanying desktop and web applications.
- Created wireframes, high-fidelity prototypes, and UI designs for the device's companion mobile app.

## Summary

Izel Maras approaches design as both craft and computation. A visual and motion-led designer grounded in systems thinking, she uses prototyping, AI workflows, and a distinct visual language to define how digital experiences should look, feel, and behave.