

Khushbu Parekh Mistry

WORK EXPERIENCE

Lead Product Designer

Monument Technology | March 2025 – July 2026

- Designed end-to-end journeys for regulated savings accounts, now live with Ecology Building Society and Castle Trust Bank. Having the journeys built was part of what got both clients signed.
- Onboarding drop-off complaints from Ecology Building Society stopped once the redesign went live.
- Built Monument's design system and rolled it out across app and web, so the client-facing products look and behave consistently and the team ships faster.
- Worked with engineering to build the design system into how they actually build, so less gets lost between design and code.
- Owned full user journeys on app and web, from discovery through to UX/UI delivery.
- Ran usability testing to catch problems and refine features before release.

Lead Product Designer

Vanguard Asset Management | January 2022 – January 2025

- Led the redesign of Vanguard's Personal Investor website, used by 830,000+ UK customers, covering UX, visual and interaction design. In the six months after launch, conversion rose 96% for ISA users and 72% for pension users. Also moved the platform from TeamSite to Adobe AEM.
- Ran the research that shaped it: data analysis, 15 user interviews, competitor analysis, and sessions with the client service team. The problems were trust, unclear education, and a service experience that was getting in the way of people converting.
- Took it from research through to delivery with a senior designer, a PM, and engineering: personas, lo-fi and hi-fi wireframes, two rounds of usability testing, and MoSCoW prioritisation.
- Built and scaled the Nebula design system: around 30 components covering grid, typography, colour, buttons and iconography, used by both B2B and B2C teams. It stopped teams rebuilding the same components separately.
- Shipped around 150 redesigned pages, including the homepage, ISA and SIPP pages, then used live usage data to keep improving them.

Senior Product Designer

Tata Consultancy Services | November 2020 – January 2022

- Worked as a UX consultant across client engagements, running design sprints and workshops for BT, Boots, FOS and internal TCS apps.
- Delivered information architecture, screen flows, personas, competitor analysis and heuristic evaluations for those clients.

EDUCATION

Contemporary Web Design

Durham College

Postgraduate – With Honours

2015 – 2017

Bachelor of Computer Science

Gujarat University

Bachelor of Engineering – With Honours

2010 – 2014

SKILLS & TOOLS

Figma, Adobe XD, Adobe Experience Manager, FigJam, Jira, Mural, UserTesting.com, Design Systems, User Research, Usability Testing, Wireframing & Prototyping, Interaction Design, Design Thinking, Stakeholder Management, HTML/CSS

- Directed the full design process on projects, from stakeholder discovery through research, prototyping and testing, working with copywriters, visual designers and engineering.
- Led UX for ProLearn, an internal learning platform for TCS employees, taking it from discovery through hi-fi prototyping and A/B testing with a senior designer, content designer, PM and engineering.

UX/UI Designer, Mobile App

Realife Tech | March 2020 – November 2020

- Designed food and drink ordering for The O2's app, used by millions of visitors a year, taking it end to end from seat selection and basket through to Apple Pay and card checkout.
- Designed a payment flow in a live-event setting, where people order in a few minutes between acts, so the journey had to work under time pressure and on poor venue wifi.
- Worked across several UK venue apps, including The O2, Tottenham Court and Lord's, turning stakeholder requirements into wireframes and hi-fi flows with a design manager, BA, PM and engineering.

UX/UI Designer

Nelson Croom | June 2018 – March 2020

- Designed search and discovery for accountingcpd.net, an e-learning platform, so users could find relevant courses faster.
- Analysed user behaviour data and reworked the calls-to-action and conversion points across the journey. Conversion rose 68% within eight months of release.

UX/UI Designer & Developer

Thortful | November 2017 – June 2018

- Designed and built new user-facing features, including HTML/CSS front-end templates, and maintained the CSS framework across browsers.

Web Designer & Developer

Durham College | April 2017 – May 2017

- Helped design and build new features for the website.

Web Designer

Durham College | September 2016 – April 2017

- Designed wireframes, user journeys and UI for the student services websites, and built the backend CMS functionality in WordPress using PHP.