

Rukhsar Khundmiri

Product Designer



RECENT EXPERIENCE

Product Designer
IOU Financial

Sep 2025–Present

- Serve as the first and sole product designer at a B2B lending company, owning the merchant loan application, internal tools for processors, underwriters, and account executives, and the systems connecting them.
- Designed a mobile-first application around 81% mobile usage, with a 57% qualified-applicant conversion rate and a six-minute median completion time across credit checks, bank verification, and document upload.
- Created separate design systems for customer-facing and internal products, giving each experience the appropriate level of brand expression, information density, and component flexibility.
- Partner with product and engineering to define requirements, resolve complex workflow decisions, and carry designs through implementation.
- Work directly with internal users to test processor and underwriting tools, while exploring synthetic user testing to evaluate customer-facing flows that are harder to test frequently.

UX Designer, Freelance
Global Special Effects

Dec 2025–Apr 2026

- Led the redesign of a B2B special-effects website, improving product discovery across equipment sales and rental flows.
- Used AI-assisted development to implement the responsive front end directly in Shopify, carrying the design from concept into a working experience.
- Developed a phased roadmap that prioritized high-impact improvements within the company's budget and technical constraints

UX Design Lead
Porsche x SCAD

Mar 2025–May 2025

- Led a team of seven designers through an electric-vehicle cockpit redesign, translating research into interaction models for the instrument cluster and infotainment experience.
- Validated the experience through three rounds of usability testing and maintained consistency across in-car and mobile interfaces.

Product & Visual Design Intern
Aurabrew

Jan 2025–Mar 2025

- Helped shape a health and wellness product from the ground up, establishing its brand identity, visual language, and initial product system.
- Used AI tools to accelerate competitive research and explore early product and brand directions.
- Conducted foundational research and usability testing, translating findings into interface designs prepared for development

UX Design Lead
ADID x SCAD

Jan 2025–Mar 2025

- Led research and design for a public wayfinding system ahead of the 2026 World Cup, drawing from more than 105 interviews and survey responses.
- Reached a System Usability Scale score of 74.3 through three rounds of testing and created a shared system across kiosks and information displays.

CONTACT

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CAPABILITIES

Financial product design
Mobile-first product design
Complex workflow design
Internal tool design
Design system architecture
AI-assisted prototyping
User research and testing
Design-to-code collaboration

TOOLS & WORKFLOW

Design and prototyping
Figma, Framer, Magic Patterns

AI and research
Claude, Gemini, Perplexity

Design systems and implementation
Lookbook, Storybook, Shopify, HTML, CSS, JavaScript

EDUCATION

Savannah College Of Art and Design
2022–2025
BFA in User Experience Design
FLUX (User Experience Design Club)