

# Pooja Patel

## Senior Product Designer II

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I am a systems-minded product designer who loves transforming complex technical requirements into simple, accessible digital tools. I focus on designing collaborative AI workflows, mentoring fellow designers, and staying close to engineering from the first sketch to the final code.

### Experience

#### **Squarespace** • Senior Product Designer II

*Jul 2021 – Present*

Shipped 0–1 invoicing and contracting solutions for service sellers, growing the platform from scratch to handle \$500M+ in gross transactions to date.

Bridged the gap between design and code by architecting a mobile-optimized design system and building custom AI-powered plugins that automatically generate accessibility and usage guidelines for every component, allowing developers to confidently map design specs directly to production code.

Created an internal prototyping sandbox tool powered by AI, allowing non-technical teammates to quickly spin up design-system-compliant mobile layouts for fast user testing and leadership alignment.

Grounded product strategy in continuous user research, running live interviews and workflow mapping with business owners to translate user friction into new features.

Scaled team impact through design mentorship, serving as the go-to resource for onboarding and teaching team members how to efficiently use AI tools for design frameworks.

Collaborate with a global team of over 15 engineers to launch invoicing, tap-to-pay, and link-based payments on the mobile app.

#### **Namely** • Product Designer

*Mar 2019 – Jun 2021*

Delivered high-fidelity designs for HR and Payroll features, contributing to and maintaining the design system to reduce design and engineering overhead.

### Education

#### **New York University**

*Sep 2015 – Dec 2018*

B.S. in Integrated Digital Media and a minor in Computer Science

### Activities

#### **Squarespace API ERG, Co-lead**

*Feb 2023–Present*

Organizing virtual and in-person events to engage and uplift the Desi community at Squarespace.

#### **Experience Design Summit, Speaker**

*Feb 2022*

Gave a talk on cross-functional alignment: “How to Get Buy-In for Design-Led Work.”  
[View presentation](#)

### Skills

UX/UI Design, Prototyping, Product Strategy, Design Systems, User Research, Prototyping, Native App Design, Accessibility

**Design & Motion:** Figma, Jitter, Adobe Creative Suite

**AI Exploration & Code Gen:** Claude, Cursor, Lovable, Gemini

**Front-End Technologies:** Git, HTML, CSS, JS