

Jestin James

Senior UX Designer | Payments Product Design Lead | UX Strategy · Payments · Enterprise SaaS · AI

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PROFESSIONAL SUMMARY

Product Design Leader with 14+ years of experience designing and scaling customer-facing and enterprise products across Payments, FinTech, AI, Personalization, and E-commerce platforms. Proven track record leading complex, cross-functional product initiatives that drive measurable improvements in conversion, adoption, engagement, and operational efficiency. Currently leading UX strategy for global payment experiences at Amazon — including checkout, BNPL, installments, digital wallets, and alternative payment methods across APAC markets. Previously led UX for an AI-powered enterprise commerce platform at Unbx (Netcore Cloud), serving 100+ global retailers through personalization, search, merchandising, analytics, and experimentation products.

Experienced in navigating ambiguity, influencing product strategy, building design systems, mentoring designers, and partnering with Product, Engineering, Research, Legal, and Business stakeholders to deliver scalable, customer-centered solutions.

CORE SKILLS & COMPETENCIES

Product & UX Design: Product Design Leadership · UX Strategy · Design Thinking · Design Systems · DesignOps · Information Architecture · Interaction Design · User Research · Usability Testing · Wireframing · Prototyping · Systems Thinking

Domain Expertise: Payments & FinTech · BNPL · Digital Wallets · Checkout Optimization · Enterprise SaaS · AI-Powered Products · Personalization · E-commerce · Analytics Platforms · Experimentation Systems · Conversion Rate Optimization · A/B Testing

Leadership: Cross-functional Leadership · Stakeholder Management · Design Mentorship · Roadmap Planning · Product Strategy · Executive Communication · OKRs · North Star Metrics · Design Critique · Research Synthesis

Tools: Figma · FigJam · Miro · Adobe Creative Suite · Jira · Confluence · AI-Assisted Design · Accessibility (WCAG) · Basic HTML/CSS

PROFESSIONAL EXPERIENCE

Amazon | Nov 2021 – May 2026

Senior UX Designer — Payments

Led end-to-end UX strategy and product design for Amazon's global payment ecosystem, driving customer-facing payment experiences for millions of users across APAC markets.

- **Payment Discovery Initiative:** Designed contextual payment surface throughout the shopping journey, driving a 3–5% uplift in checkout conversion and 15–35% increase in offer engagement.
- **BNPL Launches (Afterpay, Atome, GrabPay):** Owned UX strategy and design for Buy Now Pay Later integrations across APAC, increasing BNPL adoption by 30%+ and improving checkout conversion.
- **Installment Payments Redesign:** Simplified complex financing decision flows and improved value communication, resulting in an 18–25% increase in installment adoption.
- **PayTo (Australia) & PayNow (Singapore):** Led UX design for real-time bank payment integrations, delivering low-friction experiences that improved payment success and completion rates.
- Drove UX strategy and execution across 15+ payment launches spanning APAC markets, establishing scalable design frameworks and improving consistency across diverse payment ecosystems.
- Influenced product strategy through customer research, experimentation insights, and stakeholder alignment across Product, Engineering, Legal, Research, and Business teams.
- Contributed to the evolution of Amazon's payment design system, enabling reusable, accessible components across BNPL, installments, credit cards, digital wallets, and bank-based payment methods.
- Mentored designers, influenced design direction across payment initiatives, and contributed to scalable design system patterns used across multiple payment experiences.

Unbx Software Pvt Ltd (Netcore Cloud) | Mar 2014 – Nov 2021

Lead UX Designer — Enterprise AI Commerce Platform

Led UX strategy and product design for an AI-powered enterprise SaaS platform serving 100+ global retailers, enabling product discovery, personalization, merchandising, and conversion optimization.

- Led UX strategy and design for AI-powered search, merchandising, personalization, and recommendation systems used by enterprise e-commerce teams globally.
- Designed complex enterprise workflows, analytics dashboards, experimentation platforms, and configuration tools enabling data-driven decision-making for merchandisers and marketers.
- Simplified AI-driven merchandising and search relevance optimization workflows, improving operational efficiency and enabling faster time-to-value for business users.
- Designed personalization experiences and recommendation systems that helped retailers deliver relevant, contextual customer experiences at scale.
- Partnered with Product Managers, Engineers, Data Scientists, Customer Success, and Sales to define product strategy, roadmap priorities, and customer-centric solutions.
- Conducted user research, usability testing, customer workshops, and product discovery initiatives to identify friction points and validate design decisions.
- Established scalable UX patterns and contributed to design system initiatives that improved consistency, usability, and development efficiency across the product suite.
- Mentored designers and championed user-centered design practices, helping elevate design quality across cross-functional teams.
- Collaborated with Data Science teams to translate AI models, recommendation engines, and personalization algorithms into intuitive user experiences that supported data-driven decision-making.

Tecsol Software Pvt Ltd | Sep 2012 – Mar 2014

UX Designer

- Led end-to-end design of responsive web and mobile applications across multiple domains, from concept through launch.
- Designed user flows, wireframes, prototypes, and high-fidelity experiences aligned to user-centered design principles.
- Collaborated with product and engineering teams to translate business requirements into scalable, usable solutions.

Win Win Media Infotech | Jul 2011 – Aug 2012

UI Designer

- Delivered client UI projects with high satisfaction; built strong fundamentals in visual design, layout, and client collaboration.

AWARDS & RECOGNITION

Customer Obsession & Simplify Award | Amazon2025

Recognized for improving checkout UX and reducing friction through the successful BNPL (Afterpay) launch, driving measurable business impact.

Design Excellence Award | Unbxd2020

Awarded for leading UX transformation of an AI-powered enterprise platform and mentoring the design team.

Go-Getters Award | Unbxd2018

Recognized for driving high-impact UX initiatives and delivering measurable product improvements.

EDUCATION

Bachelor of Arts (B.A.) in Animation & Graphic Design | 2011

St. Joseph College of Communication