

ISHAN TANDEL

Product Designer · UX Researcher · Design Systems

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PROFILE

Product designer with a CS degree and MSc in UX (Distinction, Kingston University). I make high-stakes, complex products feel intuitive across fintech, Web3, SaaS, and AI. Shipped a full DeFi platform in 4 months, cut friction by 43%, contributed to 10K+ user adoption. I work at the intersection of research, systems thinking, and cross-functional collaboration to build products that earn trust from the first interaction.

EXPERIENCE

Product Designer Intern · *Digital Influx* | London, UK Sept 2025 - Dec 2025

- Explored and integrated AI-driven vibe coding workflows into a UX learning platform, creating a scalable AI + UX integration pipeline.
- Designed and launched the Digital Influx website, improving clarity, course discoverability, and overall user flow.
- Translated complex AI concepts into intuitive learning experiences for non-technical users.

Brand Ambassador & UX Researcher · *Aspora* | London, UK Sept 2025 - Dec 2024

- Conducted field-based UX research, uncovering real-world onboarding and trust friction in a fintech product.
- Drove 30+ app downloads per event through live demos and tailored user communication.
- Translated user conversations into actionable product insights that informed onboarding redesign and messaging improvements.
- Collaborated with product teams to escalate user issues, bridging the gap between marketing and UX

Product Designer · *Zoth.io* | Bangalore, India Jan 2024 - Jun 2024

DeFi-powered Real World Asset (RWA) investment platform.

- Redesigned the end-to-end investment flow, cutting steps from 7 to 4 - a 43% reduction in friction improving onboarding completion and transaction rates.
- Built a trust-first UX for Web3 users by integrating real-time data, contextual education modules, and simplified transaction flows.
- Delivered the full product in 4 months working cross-functionally with engineering, product, and leadership.
- Contributed to 10K+ user adoption and supported institutional expansion through scalable UX systems.
- Drove Zoth's transition from a niche marketplace to a scalable financial infrastructure through design-led strategy.

UI Designer Intern · PropFTX | Remote 2023

- Designed UI components and screens for a property investment platform, contributing to a consistent visual language.
- Worked within design briefs to deliver polished, responsive interfaces aligned with the product roadmap.

UX Designer Intern · Unisight Technologies | Remote 2022 - 2023

- Contributed to UX research and interface design projects, supporting user testing and iterative design cycles.
- Produced wireframes, user flows, and prototypes to communicate design solutions to stakeholders.

EDUCATION

MSc User Experience · Kingston University | London, UK 2023 - 2024

Graduated with Distinction.

B.Tech Computer Science & Engineering · MIT WPU | Pune, India 2019 - 2023

CGPA: 8.02 / 10

SKILLS & TOOLS

Design Product Design (0→1) · UX Research · Interaction Design · Design Systems · Prototyping · Usability Testing · Information Architecture

Tools Figma · FigJam · Miro · Notion · Framer · Claude Code · Lovable · Adobe Illustrator · Photoshop

Industries Fintech · Web3 / DeFi · SaaS · E-commerce · Health & Wellness · EdTech

Strengths Cross-functional collaboration · Stakeholder communication · AI-integrated workflows · Strategic thinking.

SELECTED PROJECTS

DEcent Healthcare · Hydro Farming app · ResearchLens · Sociable App

Full case studies available at ishantandel.com

RESEARCH & PUBLICATIONS

A. Singh, I. Tandel, S. Salvi and B. Tiple, "Eye Blink-based Morse Code Communication Tool for ALS Patients." IEEE 9th International Conference for Convergence in Technology (I2CT), Pune, India, 2024. [ResearchGate](#)

LEADERSHIP & ACTIVITIES

- Course Representative, Kingston University - liaised between students and faculty to improve programme experience.
- Design Lead, MIT WPU Texephyr (2021–2023) - led visual design and brand communication for two consecutive years.
- Videography Head, MIT WPU Shutterbugs (2022–2024) - managed a team producing visual content for university events.
- Graphic Designer, TEDxMIT WPU - contributed to event branding and visual communication.
- Volunteer, Youth Against Rape NGO (2022) - supported community outreach and food distribution drives for one year.