






Jevan Bisla

Product Designer - London

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About

I've led the design process from strategy through execution at companies across various stages, delivering impactful outcomes. My expertise spans transforming complex problems into intuitive solutions and experiences, with an emphasis on aesthetics, performance and usability. With a commitment to staying curious, shaping opinions along the way and not blindly following.

Through design I aim to bring joy, inspire change, and make the world a little better.

Principles

Curiosity

The process starts with a deep dive into the problem space to uncover the "why". asking questions from user and business perspectives before exploring the best approach.

Strategy

Use strategic thinking to align with broader business goals, identifying design opportunities that create competitive advantages.

Taste

Bring clear decisions that consider long-term brand impact and user experience maturity, balancing innovation with usability and knowing when to push boundaries.

Quality

Deliver pixel-perfect designs with speed and quality by rigorously reviewing and cutting unnecessary scope to ship fast without sacrificing excellence.

Skills

- Figma
- Rive
- Cursor
- Warp
- React
- Tailwind CSS
- Lyssna
- Framer
- User Centred Design
- Design Systems
- UX Research
- Usability Testing
- Interaction Design
- Usability Heuristics
- UX Strategy
- Native & Web

Experience

Ophelos

Product Designer

Dec 2023 - July 2025

Debt resolution growth fintech. Working on both B2B/B2C products, owning and shipping improvements to usability, scalability and performance.

- Led end-to-end product design initiatives and rebuilt design system for cross-platform consistency, driving 35% improvement in design efficiency through research and data-driven decisions.
- Optimised design workflows through automation and delivered intuitive designs that improved B2B/B2C performance and engagement metrics by 6%.
- Leveraged product knowledge to drive strategic design decisions, positioning design as business innovation catalyst while identifying improvement areas through research that reduced user drop-off by 16%.
- Managed projects with creative problem-solving, leading design system rebuilds and mapping product architecture with strong planning and risk management across 15+ features.
- Built cross-functional partnerships through effective communication, incorporating diverse perspectives while maintaining design convictions to enhance product improvements.
- Expanded beyond core design responsibilities by contributing to front-end development and serving as central design touchpoint bridging design, development, and business strategy.

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UX/UI Product Designer

May 2023 - Dec 2023

API management platform. Owning several projects improving design and usability across all B2B products.

- Created design system using best practices, increasing design efficiency by 40% and ensuring visual consistency with full team adoption.
- Enhanced key features collaborating with product managers and engineers, balancing user needs with technical constraints to increase engagement.
- Established standardised design processes and workflows, improving team consistency and reducing designer onboarding time from 1 week to 2 days.
- Led user research sessions with 60+ participants, synthesising insights into design solutions that aligned business objectives with user needs.

Graphiant

UX/UI Product Designer

Feb 2021 - Nov 2022

Networking SaaS start-up. I joined while the company was in stealth, designing and helped build green-field products.

- Built comprehensive design system and pioneered innovative patterns for networking interfaces, accelerating prototyping by 50% and improving usability while streamlining designer-developer collaboration.
- Led stakeholder workshops and partnered with developers on implementation reviews to identify opportunities and ensure consistent quality throughout the service, reducing design inconsistencies by 80%.