

Jestin James

Senior UX Designer | Payments, Fintech, AI & E-commerce Experiences

Bangalore, India | Email: jestinjames1990@gmail.com | Phone: +91 9916865262 | [Behance](#) | [Website](#)

Senior UX Designer with 14+ years of experience delivering high-impact, scalable product experiences across payments, AI-driven platforms, and e-commerce ecosystems. Currently leading UX for global payment systems at Amazon, specializing in simplifying complex financial interactions and improving payment discoverability across BNPL, credit card installments, and checkout flows.

Proven track record of driving **conversion, adoption, and customer trust** through data-driven design, with experience across global markets (APAC, EU, TR, IT, NA) navigating regulatory and scalability challenges. Skilled in aligning user needs, business goals, and technical feasibility, while mentoring designers and influencing cross-functional teams to deliver impactful, user-centered solutions.

COMPETENCY

Functional Competency: UX Strategy & Product Thinking | Information Architecture & Interaction Design | User Research & Usability Testing

People Competency: Cross-functional Collaboration | Stakeholder Management & Influence | Mentorship & Team Development | Design Critique & Quality Elevation

Technical Competency: Figma, Prototyping, Wireframing | AI-driven Design & Prompt Experience | A/B Testing & Experimentation | Data-informed Design Decisions | Basic HTML/CSS & Responsive Design | Accessibility & Performance Considerations

WORK EXPERIENCE

Sr. UX Designer | Amazon | Nov 2021 – Present

Roles & Responsibilities

Lead UX design for global payment experiences, including checkout, BNPL, and installments.

Key Achievements

- **Payment Discovery Initiative**—Led end-to-end UX strategy to surface contextual payment options across the journey, driving **3–5% conversion uplift** and **15–35% increase in offer engagement**
- **BNPL (Afterpay) Launch – AU** – Designed seamless BNPL integration and decision flows, increasing adoption by **30%+** and improving checkout conversion
- **Installment Experience Optimization** – Simplified complex installment options through clear value communication and UX patterns, boosting adoption by **18–25%**
- **PayTo Integration – AU** – Designed low-friction bank payment experience and optimized checkout flows, improving payment success rates
- **PayNow Integration – SG** – Enabled fast, intuitive payment flows by aligning UX with local user behavior, improving completion rates
- **Global Payment UX Initiatives (APAC)** – Led UX across **15+ cross-market launches**, standardizing scalable patterns and improving consistency across payment ecosystems

Lead UX Designer | Unboxd | Mar 2014 – Nov 2021

Roles & Responsibilities

Led UX for AI-powered search, browse, and personalization platforms.

Key Achievements

Payment Discovery Initiative—Led end-to-end UX strategy to surface contextual payment options across the journey, driving **3–5% conversion uplift** and **15–35% increase in offer eKey Achievements**

- **Merchandising Workflow Optimization** – Redesigned core workflows and simplified complex actions, improving efficiency by ~30%
- **Personalization Platform Design** – Translated AI-driven capabilities into intuitive UX, enabling scalable 1:1 personalization for enterprise clients
- **Global Product Adoption** – Designed user-friendly, scalable interfaces contributing to adoption across 100+ global e-commerce clients
- **UX Transformation Initiative** – Led end-to-end UX improvements across the platform, significantly enhancing usability and product experience
- **Design Leadership & Mentorship** – Mentored designers and established best practices, strengthening design culture and team capability

UI/UX Designer | Tecsol Software Pvt Ltd | Sep 2012 – Mar 2014

Roles & Responsibilities

Designed responsive web and mobile applications.

Key Achievements

End-to-End Product Design – Delivered multiple web and mobile applications from concept to launch, improving usability and user engagement

- **Mobile-First UX Design** – Designed intuitive mobile experiences with a focus on responsive behavior and touch interactions
- **Interaction Design Foundation** – Applied user-centered design principles to create clear, efficient, and consistent user flows
- **Cross-Platform Experience Design** – Ensured seamless and consistent experiences across web and mobile platforms

Web Designer | Win Win Media Infotech | Jul 2011 – Aug 2012

Key Achievements

- Delivered client projects with high satisfaction
- Built strong fundamentals in UI design and client collaboration

REWARDS & RECOGNITIONS

- **Customer Obsession & Simplify | Amazon (2025)**
Recognized for improving checkout UX and reducing friction through the successful launch of BNPL (Afterpay), driving measurable impact
- **Design Excellence | Unbx (2020)**
Awarded for leading UX transformation of an AI platform and mentoring design teams
- **Go-Getters Award | Unbx (2018)**
Recognized for driving high-impact UX initiatives and delivering measurable product improvements

EDUCATION

Bachelor of Arts in Animation & Graphic Design

St. Joseph College of Communication