

Paul Anderson Banks

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PROFESSIONAL SUMMARY

Product Designer with 13+ years shipping B2B/B2C interfaces, now focused on **agentic and AI-native products**. I design the surfaces where humans and autonomous systems collaborate — turning opaque models, protocols, and pipelines into interfaces people trust and act on. Track record at Credit Karma, Peloton, and DigiCred of driving 30%+ engagement growth as a systems thinker who designs **in code** with AI tooling (Cursor, Claude, Figma Make). I treat the model as a design material: prompts, confidence scores, agent state, and human-in-the-loop checkpoints are first-class parts of the UX.

PROFESSIONAL EXPERIENCE

Lead Product Designer (Contract)

Iron Link Intel AI (Defense Intelligence Platform), Remote | March 2026 – Present

- Leading end-to-end product design for an OSINT and AI threat-detection platform serving defense and intelligence operators, including active deployment with the U.S. Department of War.
- Designing operator-facing agentic workflows that surface model reasoning and keep a human in the loop on high-stakes threat assessments.

Founding Product Designer (Contract)

DigiCred (Blockchain Document Verification), Remote | November 2025 – February 2026

- Led UX/UI strategy for a decentralized platform using blockchain to immutably verify documents and academic transcripts.
- Designed the end-to-end "Trustless Verification" protocol, translating complex SHA-256 hashing and blockchain confirmation steps into a user-friendly status dashboard, increasing user trust scores by 40%.
- Architected the "Digital Locker" interface to mint, store, and share tokenized transcripts via decentralized storage (IPFS), reducing retrieval times by 90% versus legacy requests.
- Streamlined multi-chain wallet connection (Ethereum/Solana), reducing "Connect Wallet" drop-off by 25%.
- Built a "Mining/Pending/Confirmed" status pattern with smart-contract engineers to visualize gas fees and transaction states, reducing support tickets by 35%.
- Established the DigiCred design system (hash keys, block explorers, cryptographic signatures), accelerating frontend velocity by 20%.

Founding Product Designer, Mobile (Contract)

MustWants (PropTech / Asset Management), Remote | June 2024 – August 2025

- Designed an "AI Compatibility Score" interface that reached an $\geq 85\%$ acceptance rate (users favorited homes the model rated > 8.0), proving the value of algorithmic asset matching.
- Reframed complex real-estate data into intuitive discovery flows, reducing task completion time by 25% and boosting engagement by 30%.
- Optimized the "Offer Submission" flow, cutting the average tours needed before an offer by $\geq 30\%$.
- Drove a $\geq 3\%$ platform-attributed sales conversion rate by designing a high-trust closing interface for high-value asset transfers.
- Integrated Jira with Mixpanel to track interaction with financial data points, improving sprint efficiency by 20% through data-driven prioritization.

Lead / Sr. Product Designer

Credit Karma (FinTech), Remote | August 2021 – June 2024

- Redesigned the Subscription Dashboard for millions of users, improving navigation efficiency by 20% and boosting subscription upsell conversions by 15%.
- Spearheaded A/B testing for "Personalized Financial Insights," achieving a 17% engagement uplift and 13% increase in feature adoption by visualizing credit-health data more effectively.
- Integrated Jira with Amplitude analytics, reducing design iteration cycles by 18% via real-time visibility into user financial behaviors and drop-off points.
- Ran heuristic evaluations on banking flows, cutting error rates by 15% and improving task success by 22%.
- Led two cross-functional pods across time zones, boosting sprint velocity by 25%.

Product Designer (Contract / Concurrent)

Peloton (Consumer Tech / Gamification), Remote | August 2023 – June 2024

- Gamified the LANEBREAK multiplayer experience with interaction loops that increased session duration by 20%.
- Designed leaderboard and reward systems, increasing completion rates by 15% and retention by 12%.
- Contributed 25% of components to the Peloton design system, cutting UI development time by 18%.

Senior Designer

Ancestry DNA & Health (Data Privacy & Identity), Remote | June 2020 – March 2021

- Designed product cards that reduced session abandonment by 10% through clear, non-alarming visualization of sensitive data insights.
- Standardized cross-platform design system components, reducing UI development time by 15% and handoff errors by 20%.
- Optimized user flows with Segment analytics, reducing onboarding friction by 8%.

Founding Product Designer

iHeartJane (E-commerce / Regulated Marketplace), Remote | March 2017 – March 2020

- Designed compliant UI/UX flows for high-regulation retail, driving 15% customer acquisition via intuitive kiosk experiences.
- Led dynamic-pricing UI experimentation, increasing AOV by 10% and driving a \$2M revenue increase.
- Built and scaled the Jane design system across iOS and web, reducing handoff errors by 25%.

Contract Sr. Art Director (Concurrent)

Walmart (E-Commerce Scale), Remote | June 2017 – June 2018

- Designed "happy-path" checkout scenarios that cut cart abandonment by 15% and increased AOV by 10%.
- Owned the UX roadmap for category entry points, driving a 12% increase in product discoverability.
- Integrated Jira with Adobe Analytics, reducing design revision cycles by 20%.

Lead Product Designer

Sony PlayStation (System Architecture), San Francisco, CA | June 2015 – June 2017

- Unified the PS4 system experience, reducing interface inconsistencies by 20% and boosting user satisfaction by 12%.
- Led A/B testing for PSVR interfaces, improving readability and spatial interaction models and increasing engagement by 15%.
- Mentored junior designers on systems thinking, improving team output by 10%.

Senior Concept Designer

Samsung (IoT & Smart Devices), San Francisco, CA | June 2013 – June 2015

- Designed multi-modal (voice + touch) interfaces for Samsung's Smart Oven, increasing task completion rates by 18%.
- Led the UX roadmap for connected devices, driving 10% feature adoption by simplifying hardware/software connection protocols.

EDUCATION

BFA, Interaction Design

Virginia Commonwealth University, |

Interaction Design Certificate

Stanford University, |

SKILLS

AI & Agentic: LLM UI, AI Prompt Engineering, Human-in-the-Loop Design, AI Compatibility / Confidence Scoring, Cursor AI, Claude AI, Figma Make, UX Pilot, Generative UI, Three.js

Design Tools: Figma, Sketch, Rive, Framer, Protopie, Principle, Miro, Zeplin

Research & Analytics: Mixpanel, Amplitude, Hotjar, Google Analytics, A/B Testing, User Flows, Heuristic Evaluation

Web3 & Blockchain: dApp Design, Wallet Integration (MetaMask, Rainbow, WalletConnect), Smart Contract UI, Distributed Ledger Technology (DLT), Verifiable Credentials (VCs), Gas Fee Optimization

Leadership & Strategy: Design Systems, Design Ops, Agile/Scrum, Stakeholder Management, Cross-Functional Team Leadership, Sprint Planning