

Paul Anderson Banks

Lead Product Designer & Design Engineer

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SUMMARY

I design interfaces for complex autonomous and agentic systems, turning models, prompts, and inference pipelines into clear, high-trust workflows where human operators can make critical decisions.

Prompts, confidence scores, agent states, and human-in-the-loop checkpoints are core product primitives, not technical afterthoughts. Backed by 15+ years shipping B2B/B2C platforms, scaling design systems, and designing in code, I currently lead OSINT threat-detection UX for a U.S. DOD third-party client.

EXPERIENCE

Lead Product Designer (Contract) Mar 2026 to Present

Iron Link Intel AI, early-stage AI defense-intelligence startup (OSINT threat detection) · Remote

- Designed an OSINT threat-detection platform deployed with a U.S. DOD third-party client. Consolidated subject profile ingestion from 12 disconnected browser tabs to **200+** cross-referenced data sources in one workspace.
- Engineered operator-facing agent flows and decision checkpoints that expose real-time model reasoning. A federal operator used the flow to clear a hard target in **11 minutes**.
- Structured a 5-tier severity classification interface processing **100,000+** OSINT data points, so operators focus on the top 1% of actionable signals.
- Applied unified HITL design patterns across 7 core surfaces. A heuristic evaluation moved those screens from **47 to 86**.

Founding Product Designer (Contract) Nov 2025 to Feb 2026

DigiCred, early-stage startup; blockchain document and credential verification · Remote

- Designed the Trustless Verification workflow, turning SHA-256 hashing and blockchain confirmations into an explicit finishable state, lifting user trust scores by **40%**.
- Architected the Digital Locker for minting, storing, and sharing tokenized transcripts via IPFS, cutting retrieval time by **90%** versus a legacy request.
- Streamlined multi-chain wallet onboarding across Ethereum and Solana, cutting Connect Wallet drop-off by **25%**.
- Designed Mining, Pending, and Confirmed status patterns with real-time gas fee transparency, cutting support tickets by **35%**.

Founding Product Designer, Mobile (Contract) Jun 2024 to Aug 2025

MustWants, early-stage PropTech startup; AI-driven real-estate matching · Remote

- Designed the AI Compatibility Score interface, reaching an **85%+** user acceptance rate so algorithmic matching stayed in the product.
- Re-architected complex real-estate datasets into intuitive mobile discovery flows, cutting task-completion time by **25%** and lifting engagement by **30%**.
- Optimized the Offer Submission flow, reducing the average number of property tours required before buyers submitted an offer.
- Implemented Mixpanel telemetry and A/B testing to prioritize the roadmap around how users engaged with financial data points.

Lead / Senior Product Designer Aug 2021 to Jun 2024

Credit Karma, FinTech / Personal Finance · Remote

- Redesigned the Subscription Dashboard for millions of active users, lifting subscription upsell conversions by **15%**.
- Ran A/B tests for Personalized Financial Insights, yielding a **17%** engagement lift by simplifying credit-health visual hierarchy.
- Ran targeted heuristic evaluations across core banking flows, increasing task success by **22%**.
- Led 2 cross-functional pods across time zones and paired Jira with Amplitude for real-time drop-off visibility.

Product Designer (Concurrent Contract)

Aug 2023 to Jun 2024

Peloton, Consumer Tech / Connected Fitness · Remote

- Designed the post-ride LANEBREAK experience: post-workout global rankings by difficulty, shipped on Bike, Tread, and App.
- Designed leaderboard mechanics to drive recurring session entries, tracking streak retention and completion by tier.
- Authored and contributed **25%** of the core Peloton Design System, standardizing Moments and tier components across 3 surfaces.

Senior Designer

Jun 2020 to Mar 2021

Ancestry DNA & Health, Data Privacy & Identity · Remote

- Designed health-result card components that deliver complex DNA findings with clarity while reducing unnecessary anxiety.
- Developed a unified multi-platform component architecture across iOS and Web so copy and hierarchy did not fork by platform.

Founding Product Designer

Mar 2017 to Mar 2020

iHeartJane, E-commerce / Regulated Marketplace · Remote

- Re-engineered the product card across 3 release cycles. Menu conversion moved from **7%** to **10%**.
- Shipped Card 3.0 with a PDP and recommendation module, lifting checkout conversion by **8%**.
- Led dynamic-pricing UI experiments that added **\$2M** in incremental revenue.

Sr. Art Director (Concurrent Contract)

Jun 2017 to Jun 2018

Walmart, Enterprise E-Commerce · Remote

- Optimized enterprise checkout architecture at global scale, reducing friction and steps to order completion.
- Owned the UX roadmap for non-search category entry points, establishing aisle-to-product navigation.

Lead Product Designer

Jun 2015 to Jun 2017

Sony PlayStation, System Architecture & Gaming · San Francisco, CA

- Unified the PS4 system experience, standardizing Settings, Store, and Overlay UI under one mental model.
- Led A/B testing and spatial UI for PSVR: high-readability type and spatial controls you could use with the headset on.
- Mentored junior designers on systems thinking and spatial design principles.

Senior Concept Designer

Jun 2013 to Jun 2015

Samsung, Consumer Electronics / IoT · San Francisco, CA

- Designed voice + touch multi-modal interfaces for Samsung's Smart Oven ecosystem.
- Led UX roadmap and concept development for connected smart household appliances.

EDUCATION

BFA, Interaction Design

Virginia Commonwealth University

Interaction Design Certificate

Stanford University

SKILLS

Agentic & AI UX. Human-in-the-Loop (HITL) Checkpoints, Model Reasoning UI, Confidence Scoring, Prompt/Agent State Design, Multi-Modal Systems

Product & System Strategy. 0→1 Product Architecture, Design System Engineering, Multi-Surface Consistency, Heuristic Audits, Experimentation & A/B Testing

Domain Expertise. Defense Intelligence (OSINT), Blockchain/Web3, FinTech & Regulated Marketplaces, Spatial/VR, Consumer Systems

Analytics & Validation. Amplitude, Mixpanel, A/B Test Instrumentation, User Task Success Metrics, Drop-off Reduction