

ARISH JOE

Product Designer | Fintech & Payments UX | Enterprise ERP | AI-Assisted Design | Design Systems

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PROFESSIONAL SUMMARY

Product Designer with 9+ years of experience leading end-to-end design for complex, high-impact digital products across fintech, payments, and enterprise SaaS. I led the transformation of Pronto Xi from a legacy desktop ERP into a modern, scalable web platform — re-architecting the experience foundation across 24 modules for 1,500+ enterprise organisations, while preserving the depth and power that experienced users depended on.

My approach is systems-first, research-led, and commercially grounded. I join technical conversations early to shape what gets built, I reframe problems before designing solutions, and I use AI-powered tools including Claude AI, Figma Make, and Cursor AI as core parts of my design workflow. I was consistently given Pronto Software's hardest, longest-standing, and most strategically critical problems — because I delivered where others had stalled.

9+ Years Experience <i>Fintech · Payments · Enterprise ERP</i>	1,500+ Enterprise Organisations <i>Across Australia & Internationally</i>	24 ERP Modules Redesigned <i>Single Platform · One Design System</i>	200+ Research & Testing Sessions <i>Interviews · Usability · Shadowing · Workshops</i>
45% Admin Time Reduced <i>NTS — Unified Employee Platform</i>	35–45% Task Efficiency Gained <i>Data Grid · Decision-Support Design</i>	40% Faster Dev Handoff <i>Hybrid Design System · IBM Carbon</i>	8 Yrs Design System Maintained <i>Built from Scratch · Still Running</i>

CORE CAPABILITIES

- End-to-End Product Design
- Fintech & Payments UX
- Enterprise ERP & POS UX
- Interaction & Interface Design
- Wireframing & High-Fidelity Prototyping
- AI-Assisted Design (Claude AI, Figma Make, Cursor AI)
- Design Systems & Component Libraries (IBM Carbon)
- User Research & Usability Testing (50+ rounds)
- i18n / Localisation Architecture
- Cross-Functional Product & Technical Collaboration
- Workshop Facilitation & Design Sprints
- Accessibility (WCAG 2.2 AA)

PROFESSIONAL EXPERIENCE

Product Designer | Intuit QuickBooks (Contract)

Oct 2025 – May 2026 • Australia / Remote

6-month contract embedded within the QuickBooks payments and financial management product team. Focused exclusively on redesigning the Gold and Platinum tier merchant experience — QuickBooks' highest-value subscriber segment — across 6 core modules: Invoicing, Payroll, Banking, Expenses, Reporting, and Customer Management.

- Identified a critical feature discoverability failure — Gold and Platinum tier merchants describing features already included in their subscription as 'something I'd have to pay extra for.' Designed a contextual, tier-aware prompt system surfacing capabilities at the right moment, eliminating unnecessary support calls.
- Redesigned high-frequency merchant workflows including one-click bulk invoice approvals, seamless report generation with saved templates, and a unified customer financial view — reducing daily task completion time for power users.
- Designed the Gold and Platinum tier dashboard as a financial command centre, with the Platinum tier built to surface Intuit Assist AI agent insights — anomaly detection, payment pattern changes, and cash flow risks — in real time.

Product Designer | Pronto Software

Sep 2017 – Jul 2025 • Melbourne, Australia

Led the end-to-end UX transformation of Pronto Xi — a fully integrated enterprise ERP platform covering Financials, Distribution, Inventory, Warehouse Management, POS, CRM, Payroll, HR, Manufacturing, Supply Chain, and 14+ other modules — from a legacy desktop application into a modern, scalable web platform. This was not a single project. It was a sustained, 8-year programme of platform re-architecture that required rethinking how 1,500+ enterprise organisations — including Petstock, Haymes Paint, RSEA Safety, Shimano Oceania, Wallace Bishop, and Ainsworth Game Technology — interact with complex enterprise software every day.

The transformation was built on a single module concept: every initiative shared one platform, one design system, and one architectural principle — the experience layer separated from the business logic layer. Each project below is a chapter in that transformation.

◆ Platform Transformation — Legacy Desktop ERP to Modern Web Platform

- Led the UX strategy and design for Pronto Xi's transition from a legacy desktop interface to a modern web-based platform — establishing the single module concept, shared design architecture, and role-based experience model that became the foundation for all subsequent product initiatives.
- Rebuilt the design foundation from the ground up: new information architecture, interaction model, visual language, and component system — while preserving the depth and power that enterprise users across 24 modules depended on daily.

◆ NTS — Unified Employee Experience Platform (New Tech Stack)

- Identified and reframed a fragmented HR ecosystem — HR, Payroll, Onboarding, Manager Approvals, Timesheets, and Employee Administration operating as 6 disconnected ERP modules — as a platform architecture problem, not a screen redesign problem.
- Proposed and led NTS over 2+ years across 60+ Agile sprints — a unified employee experience platform delivered with a 9-layer cross-functional team spanning UX, Product, Technical Architecture, Data, Service Layer, Front-End, Infrastructure, QA, and Development. I was the bridge between every team layer.
- Achieved 45% reduction in onboarding administration time through unified workflows, in-platform approvals replacing email chains, and validated payroll setup flows eliminating first-pay-run errors.

◆ i18n — Internationalisation Re-Architecture (Pronto Lexicon)

- Appointed Lead Designer by the CMO to solve an internationalisation problem uncracked for 15 years — reframed from a translation task to a system architecture failure: hard-coded text across 24 modules, no translation context, UI not designed for language flexibility, and zero administrator visibility.
- Designed and POC-validated the Pronto Lexicon system: centralised content dictionary, automated module scanner, Google Cloud Translation API integration, one-click translation automation, administrator Translation Manager, live preview system, and analytics dashboard.

◆ POS — Role-Based Experience Architecture

- Redesigned Pronto Xi's POS platform serving retail cashiers, wholesale operators, and store managers across 1,500+ enterprise organisations — replacing a one-size-fits-all interface with a role-based architecture on a shared platform and codebase.
- Made the strategic recommendation for Option B (shared platform, role-based experience layers) over Option A (three independent applications) — evaluated against business impact, technical feasibility, scalability, and maintenance cost across 1,500+ clients. The business approved it.

◆ Data Grid — Enterprise UX Transformation

- Redesigned Pronto Xi's core data grid — used daily across all 24 modules — reframing the brief from 'UI improvement' to 'decision-support system design.' Powered by IBM Carbon Design principles, adapted for enterprise ERP scale.
- Achieved 35–45% improvement in task efficiency and 20–30% reduction in user errors through view management, contextual column controls, density modes, inline actions, and progressive disclosure. Adopted as the standard interaction pattern across all 24 modules.

◆ Hybrid Design System — IBM Carbon + Pronto Xi Native

- Built Pronto Xi's enterprise design system from scratch over 8 years — a hybrid model combining IBM Carbon Design System foundations (data tables, forms, notifications, button hierarchy) with Pronto Xi-native components for enterprise ERP workflows.
- Reduced design-to-dev handoff time by 40% · WCAG 2.2 AA compliant · 3-tier token architecture (primitive, semantic, component) · 200+ iconography library · Figma-native governance · 8 years active maintenance across 24 modules.

UX Designer | Intuit QuickBooks

Jan 2014 – Jan 2016 • India

- Designed interaction patterns and high-fidelity UI across Invoicing, Expenses, Banking, Payroll, and Reporting modules — building foundational expertise in payment product design, financial data visualisation, and user-centred interaction design in a fintech product environment.
- Collaborated with product and engineering teams through iterative sprint cycles, contributing to component libraries, design QA, and developer handoff.

TOOLS & TECHNICAL SKILLS

AI & Prototyping	Claude AI, Cursor AI, Figma Make, AI-Assisted Research Synthesis, Prompt Engineering, Functional Prototyping
Design & Systems	Figma (design systems, Auto Layout, tokens, variants), IBM Carbon, FigJam, Adobe XD, Miro, Motion & Micro-interactions
Fintech & ERP	Payment Flow Design, POS UX, Transaction Reconciliation, Financial Dashboard Design, Data-Dense Interface Design, i18n Architecture
UX Research	User Interviews, Usability Testing (50+ rounds), Card Sorting, Journey Mapping, Heuristic Evaluation, Contextual Inquiry, Analytics-Driven Validation
Analytics	Google Analytics, Hotjar, Power BI, Behavioural Analysis, A/B Testing
Accessibility	WCAG 2.2 AA, Inclusive Design, Accessibility Audits, Cross-Browser Compatibility
Collaboration	Confluence, Jira, Asana, Agile Delivery, Design Sprints, Workshop Facilitation, Developer Handoff, Cross-functional Leadership

KEY CLIENTS & ORGANISATIONS

Petstock • Haymes Paint • RSEA Safety • Shimano Oceania • EXEDY Australia • Ainsworth Game Technology • Bondor Australia • Wallace Bishop • Mitchell Services • Crusader Caravans • Bunzl Safety • Mediquip • Vic's Meat • Hart Sport • Robern Menz • Gasweld Tool Centre • and 1,500+ organisations across Australia and internationally.

EDUCATION

UX Design Immersive (Diploma) — General Assembly, Melbourne, Australia (2016)
Master of Business Administration (MBA) — Strategic Management, University of Wales, UK (2011)
Bachelor of Technology (Information Technology) — Mahatma Gandhi University, India (2006)

REFEREES

References available upon request.