

ARISH JOE

Product Designer | Fintech & Enterprise SaaS | Design Systems

Melbourne, VIC, Australia | 0452 445 746 | arishjoe@gmail.com

Portfolio: arishjoe.com | linkedin.com/in/arishjoe

PROFESSIONAL SUMMARY

Product Designer with 10+ years designing financial and enterprise software — invoicing, payments, banking, payroll and expense workflows at Intuit QuickBooks, and an eight-year rebuild of an integrated business platform used by 1,500+ organisations at Pronto Software, where I led the design team.

I work from the problem, not the screen. The brief said improve the UI; research showed people could not make a decision from it. The brief said fix translation; discovery showed a system architecture failure. I design end to end — discovery, flows, wireframes, prototypes, production-ready UI — then stay with engineering until it ships the way it was drawn. Eight years owning a design system taught me consistency at scale is mostly typography, spacing and restraint applied with discipline.

CORE CAPABILITIES

End-to-End Experience Design: Discovery through delivery — user research, journey mapping, personas, information architecture, interaction models, wireframing, low- and high-fidelity prototyping, production-ready UI, developer handover and implementation support.

Complex Financial & Enterprise Workflows: Invoicing, payments, banking, payroll, HR, point of sale, distribution and reporting — regulated, high-consequence domains where requirements arrive as technical specifications and have to leave as something intuitive.

Design Systems & Standards: Design system ownership and governance, component libraries, design tokens, variants, type scales, spacing systems, documentation, versioning, and adoption across multiple concurrent delivery teams.

Stakeholder Engagement: Discovery workshops, design thinking sessions, design studios, co-design and design sprints. Presenting and defending design direction to senior business, engineering and executive stakeholders.

User Research: 200+ moderated and unmoderated sessions — user testing, focus groups, design studios, user interviews, contextual inquiry, card sorting, heuristic evaluation, A/B testing, behavioural analytics (Google Analytics, Hotjar, Power BI).

Design–Engineering Layer: Design tokens through to CSS variables, component models structured the way front-end frameworks consume them, code-based prototyping with Cursor AI and Figma Make, and reviewing builds with engineers. Foundation: B.Tech in Information Technology.

Accessibility & Responsive Design: WCAG 2.2 AA as standard practice rather than retrofit, accessibility audits, inclusive design, responsive and multi-platform delivery.

Design Tools: Figma (design systems, components, variants, tokens, Auto Layout, prototyping, developer specifications), FigJam, Adobe XD, Miro, Jira, Confluence.

Agile Delivery: Ten years working exclusively in sprint-based delivery — two-week sprints across 8 years at Pronto Software supporting two to three concurrent squads; three-week sprints at Intuit QuickBooks. Scrum and Kanban alongside Product Owners, Business Analysts, Solution Architects, Engineers, Data and Infrastructure.

Design Leadership: Led a design team; coached and mentored junior designers; championed evidence-based design practice across the wider organisation.

AI-Assisted Workflow: Claude, Cursor AI, Figma Make — concept exploration, rapid iteration and code-based prototyping, with design judgement retained.

PROFESSIONAL EXPERIENCE

Product Designer (Contract) | Intuit QuickBooks

Oct 2025 – May 2026 | Australia (Remote)

Six-month engagement embedded in the payments and financial management product team, designing for the highest-value subscriber segment across Invoicing, Payroll, Banking, Expenses, Reporting and Customer Management.

- Led discovery with customers and internal stakeholders that identified a feature discoverability failure — high-value subscribers believed features already included in their subscription required additional payment. Used that evidence to influence the product roadmap and designed a contextual prompt system that removed unnecessary support contact.
- Partnered with Product and Engineering to redesign high-frequency business workflows — one-click bulk invoice approvals and a unified customer financial view — reducing daily task completion time for power users.
- Designed the premium-tier dashboard as a financial command centre, surfacing system-generated insights (anomaly detection, payment pattern change, cash flow risk) into the daily workflow.
- Delivered wireframes, high-fidelity prototypes and developer-ready specifications across six product areas inside a six-month engagement, adapting as priorities shifted.

Product Designer | Pronto Software

Sep 2017 – Jul 2025 | Melbourne, VIC, Australia

Led the design team on Pronto Xi, a fully integrated enterprise business platform used by 1,500+ organisations, through an 8-year transformation programme from legacy desktop software to a modern web platform — while remaining hands-on across 24 redesigned modules. Partnered continuously with Product Managers, Engineers, Data, Infrastructure and business stakeholders, joining strategic conversations early rather than receiving finished requirements.

Design Standards, Component Libraries & Design System

- Built, governed and maintained the enterprise design system across its full 8-year life — components, variants, design tokens, usage documentation, versioning and governance — the single source of truth for every team building on the platform.
- Reduced design-to-development handover time by 40% by producing production-ready designs with detailed specifications, structuring components around the model front-end frameworks consume, and reviewing implementation with engineers rather than handing files over and walking away.
- Drove adoption and consistency across 24 modules and multiple delivery teams, lifting design capability organisation-wide through documentation, feedback and coaching.

Enterprise Transformation Programmes

- NTS — Unified Employee Experience Platform: identified that a fragmented ecosystem of six disconnected HR and payroll systems was a product strategy problem rather than a screen redesign task, and proposed a new platform direction instead of executing the requested feature list. Led design across 60+ Agile sprints over 2+ years with a nine-discipline cross-functional team spanning Product, Engineering, Data and Infrastructure. Reduced onboarding administration time by 45%, validated through research.
- Internationalisation Re-Architecture: appointed by the CMO to resolve an ill-defined failure that had defeated three prior attempts across 15 years. Challenged the assumption that it was a translation problem, reframed it through discovery and stakeholder interviews as a system architecture failure, then designed and validated the solution end to end.
- Point of Sale — Role-Based Experience Architecture: pushed back on a stakeholder brief to add more features, used research evidence to demonstrate the real problem was information architecture, and redirected the initiative. Presented a strategic platform recommendation assessed against three alternatives; approved and implemented across 1,500+ client organisations.
- Data Grid — Enterprise UX Transformation: led discovery and customer research that reframed the brief from a UI improvement to a decision-support system design problem, achieving 35–45% task efficiency gains and adoption as the platform standard.

Stakeholder Engagement & Design Leadership

- Facilitated discovery workshops, design sprints and co-design sessions with business and technical stakeholders, translating complex process and technical constraint into agreed design direction.
- Presented design concepts and strategic recommendations to senior business, engineering and executive stakeholders — using research, data and narrative to influence outcomes rather than simply report findings.
- Mentored less experienced designers and championed evidence-based design practice across the wider team, so good practice outlived any single project.

UX Designer | Intuit QuickBooks

Jan 2014 – Jan 2016 | India

- Designed interaction patterns and high-fidelity UI across Invoicing, Expenses, Banking, Payroll and Reporting, building foundational expertise in financial product design and user-centred interaction design.
- Collaborated with Product and Engineering through iterative Agile sprint cycles, contributing to component libraries and developer handover.

SELECTED IMPACT

- 10+ years across enterprise-scale digital transformation programmes.
- 8 years owning a single enterprise design system — built, governed and adopted platform-wide.
- 40% reduction in design-to-development handover time.
- 1,500+ organisations using platforms I designed; 24 modules redesigned.
- 200+ user tests, focus groups and design studios — moderated and unmoderated.
- 45% reduction in onboarding administration time; 35–45% task efficiency gain adopted as the platform standard.

EDUCATION

UX Design Immersive (Diploma) — General Assembly, Melbourne, Australia (2016)

Master of Business Administration (MBA), Strategic Management — University of Wales, United Kingdom (2008–2009)

Bachelor of Technology (B.Tech), Information Technology — Mahatma Gandhi University, India (2002–2006)

CLIENT ORGANISATIONS

Design delivered for enterprise clients across retail, manufacturing, distribution, mining, safety and consumer sectors, including Petstock, Shimano Oceania, Haymes Paint, RSEA Safety, EXEDY Australia, Ainsworth Game Technology, Bunzl Safety, Wallace Bishop, Mitchell Services, Bondor Australia, Crusader Caravans, Hart Sport, Vic's Meat, Robern Menz, Mediquip and Gasweld Tool Centre — among 1,500+ organisations across Australia and internationally.

AVAILABILITY

Location: Melbourne, VIC — available for onsite, hybrid and remote engagements.

Work rights: Australian Citizen — full working rights, no sponsorship required.