

Jen Heiner

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Career Profile

Senior product designer who turns ambiguous problems into systems that scale and products that ship, working across research, design, and code, increasingly with AI tools like Figma Make, Figma Design Agent, and Claude Code. 8+ years in fintech and SaaS, with a psychology background.

Professional Experience

MX

Full time · 1y 10m

July 2024 to Present

Senior Product Designer

- Sole designer for Connectivity, the product area powering how 1.5-1.7M monthly users link financial accounts across 14,498 partner apps.
- Design and PM lead for the web and mobile design system. Launched a custom MUI-based system in Figma in 3 weeks, authored the vision document driving adoption across products, and write MRs to keep Figma and production code in visual parity.
- Conducted an accessibility audit using Level Access, coordinated remediation, and achieved WCAG 2.2 AA compliance for the Connect Widget.
- Represented MX in the FDX UX Working Group; my consent-screen design was selected and published in FDX's 3.0 UX Guidelines, the cross-industry reference for open-banking consent under Section 1033.

BENlabs

Full time · 1yr 3m

Staff Product Designer

Jan 2024 to Jul 2024

- IC designer and design system lead for a greenfield product. Built a custom MUI-based design system establishing component patterns and standards the engineering team shipped against from day one.
- Designed a roles and permissions system for multi-org account management, defining the platform's access control model across user addition, role assignment (owner/admin/member), removal, and cross-organization switching.
- Partnered with leadership to define company objectives and KRs, shaping team structure and aligning design strategy with business goals.

Senior Product Designer

Mar 2023 to Dec 2023

- Mapped end-to-end workflows and service blueprints for a legacy platform to identify UX bottlenecks before migration to a new architecture.
- Designed the migration path from legacy to greenfield product, mapping how existing business processes would translate to the new architecture, which leadership validated as the path forward.

BILL

(joined via acquisition of Divvy in June 2021)

Full time · 1yr 10m

Staff Product Designer

Mar 2022 to Mar 2023

- Led a team of 5 designers building the web design system for Bill.com. Established a theme-agnostic, accessible framework adopted across the platform.
- Authored and documented core components, enabling scalable adoption and reducing inconsistencies across products.
- Partnered with brand, research, and engineering to unify the design language across multiple products.

Senior Product Designer

Aug 2021 to Mar 2022

- Took on UX research infrastructure during BILL's expansion, overhauling processes and introducing new tooling to improve product team collaboration.
- Established a foundational UX research framework (mission, principles, and processes) to align research efforts company-wide.
- Organized 300+ interviews and usability tests, generating insights that shaped product decisions across the team.

Divvy

(acquired by BILL in June 2021)

Full time · 3yr 2m

Product Designer

May 2018 to Aug 2021

- Joined days after Series A as the second product designer; contributed to foundational UX as Divvy scaled from ~40 to ~500 employees and was acquired by BILL for \$2.5B in 2021.
- Led design for authentication, roles and permissions, user management, and budgets at various points, all core platform areas that scaled with the company through Series B, C, and D.
- Designed and iterated on the self-serve onboarding experience end-to-end, reaching a 95% engagement rate and contributing to a 5% increase in customer spend.
- Conducted 100+ customer interviews and usability tests, generating insights that shaped early product strategy.
- Interviewed design candidates and onboarded new team members as the design org grew.

Education

Bachelor of Science, Psychology

2014

Utah Valley University, Orem, UT

- Honors Program
- Valedictorian of Associate's Degree program (2011)

Additional Training & Certifications

- Psychology of UI Design, Growth.Design (In progress)
- Product Psychology Masterclass, Growth.Design (2025)
- Shift Nudge: Interface Design Course, Matt D. Smith (In progress)
- UX Design Principles for AR & VR, NYU Tandon School of Engineering (2020)
- UX Design Bootcamp, Dev Mountain (2017)