

Jen Heiner

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Career Profile

Senior product designer with 8+ years in fintech and SaaS, working across research, design, and code, with recurring focus on authentication, permissions, and access control. Increasingly building with AI tools like Figma Make, Figma Design Agent, and Claude Code.

Professional Experience

MX

Full time · 2yr 2m

Senior Product Designer

July 2024 to Present

- Sole designer for Connectivity, the product area powering the Connect Widget, used by 1.5-1.7M monthly users to link financial accounts across 14,498 partner-integrated apps.
- Design and PM lead for the web and mobile design system. Launched a custom MUI-based system in Figma in 3 weeks, authored a vision document driving adoption across products, and write MRs to keep Figma and production code in visual parity.
- Introduced Claude Code and created an MXUI plugin for VS Code, letting designers prototype against production repos and live tokens; wrote the onboarding docs and am now leading 1:1 rollout.
- 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

Mar 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

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.

Education

Bachelor of Science, Psychology
Utah Valley University, Orem, UT

2014

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

Additional Training & Certifications

- Product Psychology Masterclass, Growth.Design (2025)
- UX Design Principles for AR & VR, NYU Tandon School of Engineering (2020)
- UX Design Bootcamp, Dev Mountain (2017)