Dinesha Vishwanatha

Lead UX/UI Designer · Product Design Architect · Web3 & Fintech Specialist

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Professional Summary

Senior Product Designer with 15+ years of experience specializing in Web3, Fintech, Predictive UX, and complex system design. Expert in transforming highly technical, data-heavy workflows into simple, trustworthy, high-performing user experiences.

Strong leader skilled in architecture-level thinking, design systems, AI-enhanced workflows, and cross-functional decision-making with product, engineering, and business teams.

Known for my ability to reduce cognitive load, drive measurable UX improvements, and design scalable multi-platform ecosystems. Passionate about building clarity, trust, and intelligence into decentralized and financial products.

Core Skills & Expertise

Leadership Philosophy
My approach focuses on clarity, collaboration, and system thinking. I lead by enabling designers with strong frameworks and aligning teams around shared outcomes.

Product + UX Leadership
- End-to-end product design
- UX roadmapping & strategy
- Stakeholder communication
- Leading UX discovery & workshops
- Data-driven decision making
- Product thinking & prioritization

UX Architecture
- Information architecture
- High-complexity system mapping
- Workflow optimization
- Predictive UX & risk-based patterns
- AI reasoning UX

UI and Interaction Design
- Mobile + Web
- Design systems
- Micro-interactions
- Component libraries
- Visual hierarchy & layout

Domains
- Web3 (wallets, dApps, fee logic, transaction UX)
- Fintech (payments, AML/KYC, compliance systems)
- IoT UX, AI-assisted products

Tools
Figma · FigJam · Miro · Webflow · Notion · Jira · Adobe Suite

Education & Certifications

- **Madurai Kamaraj University** | Bachelor's Degree in Computer Application (BCA) | 2004
- **VISSJ Govt Polytechnic** | Diploma in Electrical & Electronics Engineering | 1999
- **Certifications:** UX Strategy Management, Design Thinking, AI for Designers (Interaction Design Foundation)

Professional Experience

Fee Advisor AI — Web3 Gas Fee Intelligence Tool

Lead end-to-end product design for high-complexity platforms across Web3, Fintech, Own UX strategy, architecture, design systems, and delivery with cross-functional teams.

Lead UX/UI Designer • UX Architect | Freelance | Bengaluru
January 2024 – Present

Key Contributions:

- Defined product experience vision for Web3 wallets, fee-intelligence models, and decentralized transaction flows.
- Designed clean, predictable, trust-driven UX for high-stakes financial interactions.
- Led multi-platform design system creation (tokens, components, patterns, architecture).
- Partnered with PMs, developers, compliance, and business teams to shape requirements.
- Conducted UX audits, heuristic evaluations, and product improvement roadmaps for scaling companies.
- Introduced Figma libraries that increased design–dev consistency across teams.

Impact:

- ↓ 40% cognitive load (Web3 products)
- ↑ 60% user decision accuracy (fee prediction flows)
- ↓ 35% onboarding friction (fintech onboarding)
- Improved UI/system consistency across 3+ product lines

CryptoM DEX — Decentralized Exchange App

Designed end-to-end experiences for decentralized exchanges, trading interfaces, staking flows, and crypto dashboards.
Web3 Specialist, Product Designer (Mobile & Web3)

Key Contributions:
- Simplified complex token trade workflows into intuitive multi-step UI.
- Redesigned critical flows (swap, liquidity, staking) to reduce errors and improve confidence.
- Created scalable component libraries for dark-mode Web3 environments.
- Worked closely with blockchain engineers to design flows that align with network limitations.
- Introduced risk indicators and safe-transaction UX patterns.

Impact:
- Improved trading clarity for new users
- Reduced transaction friction in DEX flows
- Increased feature adoption via simplified onboarding

ICOS RegTech Compliance Platform

Led UX for a multi-role compliance platform used by auditors, agents, and supervisors.
(Enterprise AML, Monitoring, Audit Systems)
Lead UX/UI Designer • UX UI Consultant | Singapore - Bengaluru
August 2021 – December 2023

Key Contributions:

- Redesigned complex AML monitoring workflows for multi-role access.
- Created modular dashboards for alerts, tasks, disputes, and evidence capture.
- Reduced cognitive load by introducing structured information hierarchy.
- Facilitated stakeholder workshops with compliance, legal, and product teams.
- Built a unified design system for enterprise-grade dashboards.

Impact:

- 30% faster monitoring actions
- Reduced training time due to simplified workflows
- Improved data clarity for decision-making

SmartGrader IoT App

Designed mobile workflow for an IoT grading system, optimizing both user actions and device interactions.
(Mobile + Hardware Integration)
UX/UI Designer | Singapore - Bengaluru
January 2020 – July 2021

Key Contributions:

- Mapped user journeys for device–mobile interactions.
- Created clean mobile UI for real-time grading, scanning, and reporting.
- Introduced new layout structures that improved clarity in device outputs.
- Collaborated with hardware engineers to sync UI with hardware feedback loops.

Impact:

- ↓ 25% task execution time
- Cleaner error-handling UX improved accuracy
- Delivered a consistent, scalable UI for field operators

Early Roles — UX/UI Designer (Multiple Domains)

Technical Architect | Technical Specialist | UX/UI Designer | Farnborough, United Kingdom | Bengaluru
January 2005 – Nov 2019

Highlights:

- Designed interfaces for healthcare, learning, and SaaS tools.
- Built early-stage design systems before they became mainstream.
- Improved usability of dashboards, onboarding flows, and reporting systems.