

# Nate Keyes

Senior Product Designer

Senior Product Designer who operates at the intersection of craft, data, and engineering, building systems, running experiments, and designing experiences that make complex products feel effortless.

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LinkedIn

## EXPERIENCE

### Remitly

Aug 2024 - Present

Product Designer II

Led platform-wide Home Screen IA redesign and launched a new transfer experience through A/B testing, driving 80% feature adoption and 3% new customer growth across 5 teams.

Co-designed and implemented a comprehensive motion system through A/B experimentation, contributing to an estimated \$862K in annual profit and \$100M in projected send volume by end of 2026.

Defined and developed a scalable haptic system adopted org-wide, establishing the foundational tactile language across the product experience.

Co-developed the organization's first AI-powered prototyping environment in VS Code, leveraging Claude and production front-end components to enable designers to prototype directly in code, currently in beta rollout aimed at reducing design-to-engineering handoff friction.

Led design of a 0 to 1 MVP expanding into a new cross-border segment, enabling Filipino freelancers to receive and hold USD earnings, resulting in 10K wallet activations and \$250K in transaction volume.

### Method

Mar 2022 - Aug 2024

Senior Product Designer

Led UX for Hitachi's first predictive maintenance and generative AI product, defining core interaction models and influencing \$3M in AI investment.

Led end-to-end design of GoHealth's digital Medicare enrollment marketplace, replacing a call center dependent process with a web-based experience, reducing customer enrollment time by 63% and increasing conversion by 45%.

### Highspot

Nov 2021 - Mar 2022

Product Designer

Shipped Engagement Platform MVP, driving a 19% increase in client retention.

## EDUCATION

University Of Washington

MA in Human Computer Interaction & Design  
Aug 2020 - Aug 2021

University Of Colorado Boulder

BA in Communication Design  
August 2015 - Dec 2019

## SKILLS

### Design Expertise

0→1 Product Design, End-to-End Product Strategy, Information Architecture, Design Systems and Scalable Frameworks, Visual Design, Rapid Prototyping, A/B testing, experimentation, Growth Design, Conversion Optimization, Onboarding

### Building Toolbox

Claude Code, Replit, Cursor, Xcode, Figma Make, Framer, HTML/CSS, Lovable, Prompt Engineering, AI Workflow Prototyping, Github, React, React native

### Research

Research Synthesis, User Interviews, Surveys, Data Analysis, A/B Testing, Journey Mapping