

Koichi Enomoto

UI / UX / Digital / Product Design | 917 371 5137 | ekoichi@gmail.com | Portfolio: kenomine.io

PROFILE

Senior Product Designer with 10+ years shaping complex financial and platform experiences for companies including PayPal, Fidelity, and Discover. Known for turning ambiguous problem spaces into scalable products that improve customer decisions and drive long-term business value.

SKILLS & KNOWLEDGE

Product Strategy

Systems Thinking

Interaction Design

AI Enabled Design

EXPERIENCE

Senior Product Designer (Contract)

Aug. 2025 - Dec. 2025

PayPal (Hybrid)

- Designed scalable onboarding and education experiences unifying Zettle and PayPal POS ecosystems, aligning cross-regional teams and the design patterns to support 400K+ merchant migrations.

Tools & Processes: Figma, FigJam, Discovery collaboration work

Senior UX Designer (Contract)

Feb. 2025 - Jul. 2025

Discover Financial Services (Remote)

- Led end-to-end UX design for balance transfer enrollment on web platform, simplifying complex transactional flows to enhance clarity and reduce user uncertainty.
- Defined clear, time-sensitive interaction patterns with wireframes, Lo-fi and Hi-fi prototypes, and messaging strategies for balance transfer actions, improving user comprehension and confidence throughout the transfer process.

Tools & Processes: Figma, FigJam, DFS Design System, Presentation, WCAG, Agile, UX Writing

Senior UX Designer (Contract)

Oct. 2022 - Jan. 2025

Fidelity Investments (Hybrid - New Port, NJ)

- Designed cash spending and investment experiences for the Fidelity Youth App, supporting teen investors and their parents. Helped drive adoption through intuitive mobile-first interactions and accessible visual patterns.
- Design System Contribution: contributed to Fidelity's design system component library, improving consistency across youth-focused features and streamlining design-dev handoffs.
- Research & Usability: Partnered with product and research teams to conduct usability testing and gather feedback, refining flows and strengthening the app's 4.8+ App Store rating.

Tools & Processes: Figma, FigJam, Agile, Accessibility Standards, Design Systems

Senior UI/UX Designer (Contract)

Mar. 2022 - Sep. 2022

Warner Music Group (Remote)

- Led UX design for the Artist Manager Platform across native app and web, driving successful launches that boosted engagement and platform traffic for artists and their management teams.
- Strategic Design Roadmap: owned future-facing design initiatives and rollout planning, collaborating with stakeholders, data analysts, and engineers to align product vision with evolving user needs.
- User Research & Testing: conducted usability testing and qualitative interviews with regional artist managers globally, uncovering insights that directly informed design improvements and feature prioritization.

Tools & Processes: Figma, FigJam, Agile, User Research, Usability Testing, Presentation, Workshops

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Senior Product Designer Oct. 2021 - Mar. 2022
Zelle/EWS (Remote)

- Lead designer for the Zelle App small business product initiative.
- Collaborating with UX design leads from 7 major banks in the U.S.
- Mentoring junior designers managing design system component library and the documentation.

Senior Product Designer (contract) Apr. 2021 - Sep.2021
Venmo/PayPal New York, NY

- Leading design for Venmo's self-service dispute hub, including a chatbot concept, resulting in a significant reduction in dispute calls.

Associate Creative Director (contract) Feb. 2021 - Apr.2021
Citibank New York, NY

- Leading North Star design, user testing, and delivery for Citibank's Wealth/Investment native app, securing internal stakeholder buy-ins and development funding.

UI/UX Consultant (contract) Sep. 2020 - Jan.2021
PayPal San Jose, CA (Remote)

- Leading UI/UX for reimagining & redesigning PayPal's Privacy Policy Hub Site.

Senior Product Designer (contract) Sep. 2019 - Aug. 2020
Synchrony Bank New York, NY

- Senior product designer for redesigning their high profile payment platform, SYPI app. (User testings via UserZoom, User journey wireframe, Hi-fi prototypes).
Amazon Store Card app iOS: <https://apple.co/3dUj7Gz> Android: <https://bit.ly/AmznStoreCard>
- Leading successful redesign of Synchrony Bank's high-profile store card payment platform, SYPI resulting in positive customer feedback and increased engagement.

Senior UI/UX Designer (contract) Feb. 2019 - Jul. 2019
Refinitiv London, UK

- Key role in launching the developer community site, collaborating with stakeholders, implementing responsive design on an existing CSM-driven platform, and introducing a new mobile web channel for increased developer engagement and traffic.

Product Designer (contract) Feb. 2018 - Jun. 2018
Thomas Cook Airlines London, UK

- Developing & managing the design system for iOS & Android, Lo-fi & Hi-fi Prototype creation.
- Collaborating with UX designers for usability testing and analysis on Hi-fi prototypes.
- Liaising with the app product owners, business analysts, off-shore developers and wider UX team.

Product Designer (contract) Jul. 2017 - Jan. 2018 & Jul. 2018 - Feb.2019
Eurostar London, UK

- Contributing to the redesigned navigation IA & UI significantly reduced customer calls and operational costs.
- Leading UI/UX for the new Eurostar iOS app, driving a 50% revenue increase from the previous version.

UI/UX Designer (contract) Jan. 2014 - Mar. 2017
British Airways London, UK

- UX for the award-winning app for BA. iOS: <http://apple.co/1uWF5dU> Android: <http://bit.ly/1nF2jod>
- UI/UX lead for BA's award-winning app, achieving outstanding results: 145% conversion boost.

EDUCATION

MA Interactive Media, London College of Communication London, UK Sep. 2012