

## Léah Kasten

(516) 849-0208 kasten.leah@gmail.com [linkedin.com/leah-kasten](https://www.linkedin.com/leah-kasten) [leahkasten.com](https://leahkasten.com)

Léah is a strategic product designer creating data driven, high craft consumer experiences.

### Professional summary

Product Designer with 7+ years leading end-to-end UX across complex digital platforms. Specializes in research-driven strategy, AI-integrated design, and launching award-winning, high-impact features.

### Experience

#### Progyny | Senior Product Designer | February 2025 — Ongoing

- Enhanced Member Portal across platforms with new functionality, UI improvements, and reducing support calls to patient care advocates by an estimated 5-7%, improving overall patient self-service.
- Redesigned the Provider Portal, improving usability and earning positive feedback from providers.
- Designing a custom backend tool, improving workflow efficiency for 3 internal teams.
- Conducting research, leading usability testing, and collaborating with stakeholders to deliver impactful, user-centric solutions.

#### The Knot | Senior Product Designer | July 2021 — February 2025

- Led design of guest communication tools across mobile and web platforms, including wedding websites, guest lists, RSVP and improved completion rates by up to 23%.
- Aligned stakeholders across teams on data-driven, user-centric strategies based on UX research and market insights that I consolidated across multiple sources.
- Designed the newly launched Budget Advisor feature, winner of the Silver Award from The Drum in Consumer Tech, and finalist for the Digiday Best Tech Innovation (2025).

#### Public.com | Product Designer | October 2020 — July 2021

- Designed mobile-first financial and social features for iOS.
- Optimized internal workflows for Brokerage and CX teams, improving efficiency.
- Launched the company's first User Research initiative, synthesizing insights with Marketing to guide design decisions and create user personas.
- Balanced customer-facing product improvements with internal tool enhancements to elevate both user and service experience.

#### BlockFi | Product Designer | July 2019 — October 2020

- Sole product designer at BlockFi, working on end-to-end design of new features and updates, including the initial iOS app release.
- Partnered with Rocket Air design agency to deliver a major rebrand and design system overhaul, praised as "elegant" in the Crypto Credit Report.
- Improved workflows for internal and consumer products, improved the retail and business onboarding and identity verification completion rate by up to 40%, with most retail consumers gaining access within minutes.

## **Blue Label Labs | Product Designer | February 2019 — July 2019**

- Led end-to-end UX / UI design for clients in a range of industries, from research through delivery.
- Partnered with the VP of Product Management for a five day in office Design Sprint with a high end client.

## **Jeff Koons | 3D Designer | April 2015 — November 2018**

Created paintings, digital 3D models for large scale production, and AR and VR experiences.

## **Education**

Designlab | AI for UX Design | 2025

Pratt Institute | UX / UI | 2018

SUNY Purchase | Fine Art | 2014

Rhode Island School of Design | Illustration | 2011

## **Skills**

**Core:** UX & UI design, information architecture, prototyping, interaction design

**Research & Strategy:** User research, usability testing, survey design, market insights, AI tools

**Collaboration:** Cross-functional facilitation, design sprints, stakeholder alignment

## **Tools**

Figma suite, Sketch, Adobe creative suite, Miro, Lucid, Atlassian, ChatGPT, Usertesting.com