

Kirsten Geiger

Product Designer • New York, NY

kirstengeigerdesign.com
kirstengeigerdesign@gmail.com
linkedin.com/in/kirsten-geiger

Product designer who turns data-heavy products into clear, usable interfaces. Skilled in building founding-stage design systems and complex data visualization. Works end-to-end and cross-functionally, pairing user research with systems thinking.

EXPERIENCE

Synchrity

Jan 2026 - Present

Founding Designer

- Led end-to-end design of the continuous diligence platform, partnering with engineering and growth strategy to build and deploy features that balanced technical feasibility with business goals.
- Established the product's design system from the ground up, accelerating iteration and giving the team a scalable foundation to build on.
- Embedded regulatory and compliance requirements into design decisions from the outset, shaping a product built for a highly regulated financial market.

Altes Capital

Aug 2025 - Present

Designer

- Redesigned the firm's website, restructuring its information architecture around distinct client segments to make a complex investment process clear and navigable for each audience.
- Built interactive, scroll-triggered data visualizations in Framer that turned the firm's complex investment metrics into intuitive visuals for potential clients.
- Unified the firm's full suite of client-facing materials, including fact sheets, fund decks, investor letters, and insight papers, into a cohesive system that elevated the brand across every touchpoint.

Freelance Designer

Jul 2024 - Aug 2025

- Designed the brand and website for **AI & Blockchain Redefining Markets** conference that convened over 1,000 attendees and 90 speakers from finance, tech, and academia.
- Crafted event and marketing assets for the **Ethereum Foundation's NextFin Summit**, including decks, signage, and print collateral, to elevate attendee experience and support their institutional debut in New York City.
- Conducted a UX audit of the **Wiziboat** website and recommended improvements to information hierarchy and subscription-tier presentation, making the plans easier to compare and supporting clearer user decision-making.

Merck

Jan 2024 - May 2024

Product Design Fellow

- Applied insights from user research and usability testing to refine visual hierarchy and component layout, reducing user error rates by 34%.

Transcarent

Aug 2023 - Dec 2023

Product Design Fellow

- Interviewed 20+ patients and clinicians to validate pain points and prioritize key feature desirability, ensuring the AI diagnosis tool met real-world clinical needs.

EDUCATION

Parsons School of Design

Master's in UX Design, in partnership with **Cornell Tech**; *Merit Scholar, Women In Tech, Cornell Blockchain*
Bachelor's in Marketing & Communications, minor in Graphic Design; *Academic Honors*

SKILLS

Software: Figma, HTML/CSS/JavaScript, GitHub, After Effects, Illustrator, Photoshop, InDesign

Design: Design Systems, Prototyping, Data Visualization, Component Libraries, Wireframing, Accessibility (WCAG)