

Aahel Iyer

Product Designer | San Francisco, CA

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EXPERIENCE

Dashworks | Founding Product Designer

August 2023, San Francisco, CA

As the product and design lead for Dash AI's Gen AI Work Assistant, I spearhead feature development, user research, and the creation of an LLM-compatible design system. Responsibilities also include content design and AI conversation design training to deliver a seamless AI-powered work experience.

Faire | Senior Product Designer | Financial Products

June 2022 - August 2023, San Francisco, CA

I led the end to end design for financial products and offerings at Faire with a focus on buy now pay later, credit, returns & payment methods.

Lyft | Lead Product Designer | Media

November 2021 - June 2022, San Francisco, CA

I led end to end design for the Lyft Media line of business which aimed to shape the future of in-car experiences via entertainment, personalization and offerings. I also designed a system for the ads business at Lyft during my time in this role.

Lyft | Product Designer | Pay, Identity, Integrity

August 2019 - November 2021, San Francisco, CA

Designed revenue-driving products like Lyft Cash and robust identity solutions including Lyft Family, Profiles, and ID Verification - enabling secure user access, accurate representation, and unlocking new business opportunities. Mentored New Grad Designers, interns in the team and founded an ERG called Early Career Designers.

Lyft | Product Design intern | Airports and Venues

May 2018, San Francisco, CA

I helped design and ship rich features for both driver and rider experiences at airports like walking instructions, airport queue management and indoor navigation.

EDUCATION

Rochester Institute of Technology

New Media Design (BFA)

Business Administration (Minor)