

# NITYA RAO

San Francisco Bay Area • Portfolio [www.oaraytin.com](http://www.oaraytin.com) • Email [oaraytin@gmail.com](mailto:oaraytin@gmail.com)

## EXPERIENCE

### Founder, Independent Project

Present

- Building an iOS companion app and smart lamp hardware product end-to-end using Claude Code as a primary design and development partner.

### Senior Product Designer, NexHealth

Aug 2024 - Mar 2026

- Led end-to-end design strategy and execution across multiple enterprise SaaS product verticals; shaped vision for workflow modernization across a healthcare platform serving 20,000+ medical practices.
- Redesigned a multi-stakeholder billing workflow, consolidating three fragmented payment and billing integrations (Salesforce, HubSpot, Chili Piper) into one unified experience, reducing case duration by 80%.
- Redesigned an agentic patient communication portal to integrate automated workflows for email & SMS, and AI translation capabilities, expanding reach to 90% of non-English-speaking patients across 20,000+ practices.
- Designed for a two-sided operational relationship between developers & medical practices via the Health Records API, creating intuitive onboarding flows and operational dashboards that enabled 100+ developer organizations to build on the platform - integrating research from customer interviews and in-office shadowing.
- Mentored engineers on design craft and best practices through bi-weekly design and engineering office hours.

### Lead Product Designer, Valora

Apr 2021 - May 2024

- Designed end-to-end payment experiences — sending, receiving, and holding stored value — for a global digital wallet used across 100+ countries, balancing transaction speed, security and building trust in cryptocurrencies.
- Designed happy-path and recovery flows including a cloud backup system that increased successful wallet recovery rates and reduced risk of irreversible loss by 40%.
- Integrated mixed user research methods, including an international field study in Nigeria, to improve transaction rates and reduce friction — drove 7% growth in global monthly active users.
- Led the design for the FiatConnect Open API standard, a cross-industry initiative connecting local partners and wallet providers to enable crypto purchasing and withdrawal for 200+ payment providers across 50+ countries at launch.
- Built and maintained a design system as the wallet scaled to include 5+ networks and a decentralized app marketplace, supporting localized & scalable UX.

### Co-Founder & Design Lead, Accomplice Design

Jan 2019 - Apr 2021

- Co-founded a design consultancy serving Seed-Series B startups, managing 2-4 concurrent client engagements and generating ~\$300K in annual revenue with a 40% repeat engagement rate.

### Product Designer, Prime Trust

Mar 2018 - Oct 2019

- Owned end-to-end product design for a mobile app managing multi-asset financial portfolios (stocks, crypto, traditional currencies), supporting ~\$3.5B in monthly settlements.

## EDUCATION

### UC San Diego, 2014

B.S. Physiology and Neuroscience

### ATSU, 2015-16

School of Osteopathic Medicine

### Trimurti Yoga School, 2015

200 hr teacher training