

Lali Epstein

Principal Product Designer · Enterprise UX & Design Systems

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BASED Austin, TX

Product Designer with 6+ years leading *end-to-end design* for complex enterprise platforms across financial services, B2B SaaS, and consumer mobile — with deep experience in design system ownership, service blueprinting across customer and operational journeys, and self-service workflow design for retail and enterprise users.

01 Experience

Principal Product Designer · *Fidelity Investments*

DEC 2023 – FEB 2026

Promoted to Principal to lead design on Fidelity's enterprise design system, used across retail, workplace, and advisor product lines.

Contributed to a foundational design system used by 100+ designers and engineers building and redesigning experiences across Fidelity's retail, workplace, and advisor product lines.

Led design of the form component library, defining patterns for input states, validation, accessibility, and compliance-aware data capture used across customer-facing and internal-facing financial products.

Drove design system governance — reviewed contributions from product teams, set standards for new patterns, authored documentation, and ran office hours to unblock partner teams and maintain consistency at scale.

Partnered with engineering, accessibility, and brand teams to evolve the system from a component library toward a shared product language adopted across multiple business units.

Senior User Experience Designer · *Fidelity Investments*

FEB 2023 – DEC 2023

Led the end-to-end redesign of Fidelity's customer acquisition referral program for retail investors on iOS and Android.

Built an end-to-end service blueprint mapping the existing referral journey across customer touchpoints — in-app discovery, sharing, prospect landing, signup, account funding, and reward fulfillment — to identify drop-off points and inform the redesign.

Redesigned a native iOS and Android referral experience for retail investors, replacing a disconnected web-based program with an integrated hub featuring real-time referral status, personalized sharing, reminder flows, and a reward celebration moment.

Led user interviews and journey mapping to surface the core problem — low program awareness and zero progress visibility — and translated findings into a strategy aligned with product, marketing, and growth stakeholders.

Product Designer · *Dell Technologies*

FEB 2021 – FEB 2023

Designed the customer-facing self-service portal for Dell Financial Services, used by enterprise account managers at 50+ Fortune 500 and mid-market companies — including Boeing and Ford — to manage their organizations' Dell leasing relationships.

Designed end-to-end B2B workflows covering lease management, payments, renewals, end-of-lease returns, reporting, and account administration — balancing customer usability with the operational complexity of enterprise leasing.

Partnered with product, engineering, business, and finance stakeholders to translate complex leasing operations and contractual requirements into clear, self-service workflows for non-financial users.

Designed data visualization patterns for customer dashboards, surfacing lease portfolio status, upcoming actions, and financial summaries to support account-level decision-making.

Ran usability testing with enterprise account managers and iterated on workflows to reduce reliance on Dell's internal servicing teams for routine tasks.

Product Designer · *Connect Assistance*

DEC 2019 – JAN 2021

Designed user-centered digital experiences across multiple product initiatives within a fast-paced agile environment, translating business requirements into scalable UX solutions.

Created user flows, conducted usability testing, and applied product thinking across cross-functional collaboration with product and engineering teams.

Senior Digital Designer · *OMLTE Studio*

JUL 2019 – JAN 2021

Delivered digital and visual design solutions for client work, conducting usability testing and iterative improvements to enhance product performance aligned with brand and business goals.

Digital Designer, Intern · *Houzz*

MAR 2018 – JUN 2018

Applied user-centered design methods including prototyping, journey mapping, and usability testing; developed foundational UX research and behavioral insights skills.

Education

2014 – 2018

B.F.A. Graphic Design & Digital Media

Laguna College of Art and Design

Skills & Tools

UX PRACTICE

End-to-end Product Design · Design Systems & Governance · Service Blueprinting · Journey Mapping · User Research & Discovery · Usability Testing · Accessibility · Enterprise Workflow Architecture · Cross-functional Leadership · Agile/Scrum

DOMAINS

Financial Services · B2B SaaS · Enterprise Self-Service · Operational Tooling · Compliance-Aware Design

TOOLS

Figma · FigJam · Adobe Creative Cloud · Storybook · Material UI · Miro · Jira

LANGUAGES

English (Native) · Spanish (Native)