

Mark Palma

Senior Product Designer

markpalma.design

markpalma.design@gmail.com

I design complex, high-trust products across fintech, healthcare, and Web3. Ten years in, I still work the same way: own the problem from concept through shipped UI, write my own front-end code, and use AI across research, concepting, and prototyping to make dense products feel simple. Remote-first, with teams across the US, Europe, and Australia.

EXPERIENCE

Founding Product Designer | inDinero

Apr 2013 to Aug 2020 • Remote, San Francisco-based team

I designed inDinero's core product from zero across web and iOS, covering the dashboard, transactions, invoicing, financial reports, tax tools, reimbursements, and payments for a fintech platform serving 500+ startup and SMB clients. The reimbursement experience I built let employees enter structured data at the source instead of emailing receipts for accountants to re-key, cutting manual processing from roughly 8 hours to 4 per cycle. Along the way I built the company's first design system, ran usability testing with the in-house operations team, and led a 3-person design team on a fast-moving 0-to-1 product.

Lead Product Designer | exNetwork Capital

Jan 2021 to Dec 2024 • Remote

Sole designer working directly with the CEO, owning everything design touched: in-house products, websites, web apps, and partnership materials. I designed a token launchpad and staking platform and a multi-product Web3 exchange from concept through handoff, each delivered production-ready to a different outsourced development team. That meant building specs, handoff, and QA workflows from scratch for every engagement.

Independent Product Designer | Fintech, Healthcare & Web3

Sep 2020 to Present • Remote

I've designed 35+ Web3 and DeFi products as lead or sole designer, including Poolz Finance, a launchpad that has since facilitated over \$50M raised across 200+ project launches. On the healthcare side, I designed a care coordination app for an Australian client under NDA and a maternal health app with the Australian Breastfeeding Association, an organization handling 130,000+ interactions a year. My client base of roughly 15 has been built almost entirely on repeat work and referrals.

EXPERTISE

Strategy

Product & UX Strategy
User Research & Usability Testing
Information Architecture
Stakeholder Management

Design

Product Design, 0 to 1 and Scaling
Design Systems
Visual & UI Design
Interaction & Motion Design
Accessibility

Build

Front-End Development (HTML, CSS, JS)
AI-Assisted Concepting & Prototyping

DOMAINS

Fintech & Payments • Healthcare & Healthtech • Web3 & DeFi • SaaS & Dashboards • E-commerce

TOOLS

Figma • Adobe Creative Cloud • Miro • VS Code • Sketch • Zeplin • Balsamiq

EDUCATION

AMA University

BS in Computer Science, Cum Laude