

Janelle Holst

Design Lead, Product Design

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PROFILE

Progressed from intern to Design Lead at OppFi in nearly 5 years, designing consumer-facing flows and internal tools from concept to launch. I use research, behavioral design, and test data to reduce friction and enable the business and users to accomplish their goals. As the only product designer at the company, I lead design decisions and partner closely with product, engineering, and data.

EMPLOYMENT

Design Lead, OppFi | May 2025 - Present

- Designed all screens for a new line of credit product as the sole designer: mobile-first dashboard, draw and payment flows, four account states
- Sole designer of LOLA, the from-scratch system for underwriting decisions, fraud escalations, and customer records, replacing a third-party tool; drove most product decisions across multiple user types
- Redesigned the loan offer screen with product (same-day funding, refinance teaser): final-step completion +2.5 pts, withdrawals -3.1 pts for new applicants (A/B test)
- Partner with product, engineering, data, and customer support from research to launch, and present from user problem to measured result, including company-wide for LOLA
- Maintain three design systems (application, LOLA, customer portal), documenting component behavior, states, and breakpoints

Senior Associate UX Designer, OppFi | Jan 2024 - May 2025

- Designed one-click payment options in place of a blank amount field: +1.2% payment completion, +\$0.60 average payment (A/B test)
- Designed a one-contract application flow with product: signed contracts per funded application cut from 2.3 to 1, new-application complaints down 8%, uploaded documents down 5% (A/B test)
- Introduced magic link login and Link to Pay, so customers can sign in without a password and pay without logging in

UX Designer, OppFi | Dec 2021 - Jan 2024

- Designed a self-service settlement offer flow with legal and compliance: \$1.54M in annualized recovered revenue, 2x the \$740K projection (A/B test)
- Found roughly 90% of support calls were for tasks a portal could handle, then designed self-service tools so customers could manage accounts without calling
- Redesigned the post-qualification application flow (350K+ users in two months) around a reusable template system: +1.5% application conversion, 15 minutes faster completion (A/B test), presented company-wide

UX Design Intern, OppFi | Jun 2021 - Aug 2021

- Redesigned the customer portal through research and prototypes; that work grew into the multi-year portal and payments projects I carried into full-time roles

EDUCATION

Bachelor of Science, Arizona State University. Primary focus in User-Centered Design, secondary focus in Front-end Development.

SKILLS

Behavioral design and A/B testing | Conversion optimization | 0-1 product design | Design systems and systems thinking | Research and data-driven design (Heap, FullStory, Contentsquare) | Mobile-first design | UX writing | Design storytelling | Cross-functional collaboration | User-centered design | Figma