

JANELLE HOLST

UX & Product Designer

CONTACT

✉ janelleholst@gmail.com

🌐 janelleholst.com

SUMMARY

I'm a product designer passionate about weaving technical know-how and creativity into beautiful and functional user experiences. As the **sole product designer at OppFi**, I transform complex finance into something simple, human, and maybe even a little fun.

Outside of work, I'm always seeking new creative outlets and experiences, whether I'm traveling to find inspiration in different cultures, experimenting with painting and ceramics, or exploring photography to document my adventures.

I believe creativity flows between all aspects of life, and these diverse experiences continuously inform my approach to problem-solving and design.

SKILLS

- User-centered design
- Usability testing
- User research
- Interaction design
- Information architecture
- Figma
- Prototyping
- Wireframing
- Continuous learning
- Communication

EDUCATION

Arizona State University

Bachelor of Science - 2021

Graphic Information Technology

- Primary focus on User Centered Design
- Secondary focus on Front End Development

WORK EXPERIENCE

Design Lead

OppFi

May 2025 - Present

- **Lead end-to-end comprehensive system design** for internal loan application management platform, overseeing end-to-end product development from conceptualization through implementation.
- **Maintained company-wide design system and championed user-centered design principles** across cross-functional teams, ensuring product consistency and delivering innovative features through agile collaboration.

Senior UX Designer

OppFi

Jan 2024 - May 2025

- **Drove strategic improvements** to customer portal and application flows using behavioral analytics and user research to inform data-driven design decisions that increased conversion rates.
- Led redesign of loan payment system, increasing payment completion by **1.2% and average payment amounts by \$0.60**

Associate UX Designer

OppFi

Dec 2021 - Jan 2024

- **Enhanced existing portal functionality** through user research and iterative design solutions that addressed core usability issues in the customer application experience.
- Designed settlement portal optimization that **generated \$1.54 million increase in recoveries** during A/B testing.

User Experience Design Intern

OppFi

June 2021 - Aug 2021

- **Redesigned OppFi's customer portal** through comprehensive user research and analysis, creating wireframes, prototypes, and high-fidelity designs that identified pain points.
- **Collaborated with cross-functional teams** including developers and product managers to iteratively refine designs, presented findings to key stakeholders.

User Experience Design Intern

Mindcurrent

Dec 2020 - Mar 2021

- **Enhanced user experience** by gathering feedback, iterating on designs, and applying usability best practices to create intuitive interfaces.
- **Contributed to design collaboration** through critiques and brainstorming sessions, providing insights that supported creative problem-solving.