



timothy isaac hensley

VP DESIGN | PAYMENTS | FINTECH | AI NATIVE PRODUCT DEVELOPMENT

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PROFILE

Product design executive with nearly three decades of experience building trusted, high-converting products and design organizations. Brings 10+ years across payments, banking, lending, and FinTech.

An ability to partner with the product, business, engineering and marketing teams to identify and execute on long-term strategies and tactics makes him an asset and vital strategic partner in any digital team looking to innovate and design best-of-breed experiences.

RECENT SELECTED IMPACT

- 12.5% conversion increase
- 15% approval increase
- 11% completion increase
- NPS increased from 52 to 82
- 35% faster design and development
- Design organization grown from 2 to 16
- Warranty product adoption increased from 2% to 12%

CORE CAPABILITIES

- Design Vision and Quality
- Design Execution and Delivery
- Payments and FinTech
- Consumer and B2B Products
- AI Powered Design Systems
- AI Native Development
- UX Research and Accessibility
- Regulated Experiences
- Organizational Design
- Executive Influence

EDUCATION

STANFORD ONLINE SCHOOL OF AI
UI/UX Design for AI Products
April 2026

THE UNIVERSITY OF ARIZONA
Bachelors of Visual Communication
May 1997

DEC 2021
CURRENT

SNAP FINANCE | SALT LAKE CITY, UT VP, Product Design

- Architected and scaled Product Design from 2 to 16 team members while transforming design from an after thought to an integral part of the larger organization's product development lifecycle and innovation efforts.
- Improved conversion 12.5%, approval rates 15%, and completion rates 11% while achieving an 82 NPS from 52.
- Delivered a comprehensive Figma/Storybook design system connected to Claude Design, Cursor, and Bolt.new for faster code-based prototyping, ideation, approval, and engineering delivery.
- Reduced design and development time 35%, accelerating speed to market while improving visual and interaction consistency.
- Added Plaid integrations to consumer application and merchant onboarding journeys, reducing friction in bank-connected workflows.
- Introduced a warranty service that increased adoption from 2% to 12% in the lease-to-own origination experience.
- Built weekly design critique work-streams with Product, Engineering, Legal, Risk, and Compliance for rapid feedback, approvals, compliance and speed to market.

MAR 2020
DEC 2021

BILL.COM | PALO ALTO, CA Director, UX - Payments & Partner Experiences

- Led transactional payments and partner white-label design across a growing B2B financial platform
- Supported experience integration following the multi-billion-dollar Divvy acquisition, including virtual card, spend, and expense-management capabilities
- Advanced accessibility and product-growth initiatives with Product and Engineering leadership.

OCT 2018
JAN 2020

EARLY WARNING | SAN FRANCISCO, CA Director, UX

- Led the product design innovations for the Zelle platform that was later adopted by 1000+ banks and credit unions.
- Contributed to a consumer digital ecosystem that grew payment volume from \$75B in 2017 to \$307B in 2020.
- Led interaction design, visual design, content strategy, and usability testing across consumer and financial-institution experiences.

- JULY 2016 :
OCT 2018 :
- BANK OF THE WEST | SAN FRANCISCO, CA**
VP, Head of UX, Digital Channel
- Led 20-25 designers, researchers, operations staff, and partners.
 - Set digital design strategy, design system standards/adoption, developed discipline leaders, and aligned research and delivery to product roadmaps.
 - Partnered with Product, Business Intelligence, Marketing, and Technology leaders on long-term digital strategy and execution.
- DEC 2015 :
APR 2016 :
- THIS MOMENT | SAN FRANCISCO, CA**
Senior Director, Product Design
- Led features from collaborative whiteboarding through low-fidelity flows, polished compositions, and engineering handoff.
 - Established iterative sprint checkpoints and led pre- and post-launch demonstrations.
- JUN 2014 :
NOV 2015 :
- ASPECT SOFTWARE | PHOENIX, AZ**
Director, Web Technologies / Principal UX Architect
- Managed web developers, designers and architects responsible for global web properties, SharePoint, Office 365, and custom internal applications.
 - Designed customer-facing and internal interfaces and instituted experiences that reduced cost and maintenance.
- DEC 2009 :
JUNE 2014 :
- WEBSense INC. | SAN DIEGO, CA**
Sr. Manager, Online Marketing / Principal Designer
- Led global web operations across development, content, design, analytics, and project management.
 - Created a Marketo-based lead strategy that increased conversion from 1.6% to 5.5%.
- AUG 2006 :
DEC 2009 :
- ADICIO CORPORATION | CARLSBAD, CA**
UI/UX Manager / Lead UI/UX Designer
- Led 6 UX designers across Careers, Motors, and Real Estate platforms.
 - Defined UX standards and developed template- and CSS-based customization toolkits.
- MAY 2002 :
AUG 2006 :
- INVITROGEN CORPORATION | CARLSBAD, CA**
Web Project Manager / Bioinformatics UI Designer
- Led a global e-commerce experience grounded in business objectives, customer feedback, and analytics.
 - Designed bioinformatics research applications and contributed to online sales growth from \$60M to \$140M annually.
- JUN 2001 :
DEC 2001 :
- REAL CAPITAL MARKETS | CARLSBAD, CA**
Senior UI Designer - Consultant
- Directed and built interactive property digital experiences and established a consistent corporate identity and interfaces in the commercial real estate space.