

Rachel Dang

I am passionate about designing products that feel obvious to use, even when the problem behind them wasn't. I've spent over 9 years solving real problems through design, across some of Australia's fastest-growing startups.

Experience

 Stake • Senior Product Designer Apr 21 - Mar 26

Joined as one of two designers, now a team of 7 designers; helped scale the product design function as Stake grew into Australia's third-largest broker, reaching 750,000+ users and A\$7B in assets under administration.

- Drove end-to-end design across the full product suite (US equities, ASX trading, SMSF, and investment funds) across iOS, Android, and web
- Joined to find zero components in the product; built the entire design system from scratch, unifying a fragmented UI into a cohesive, token-driven system across mobile, desktop, and web through two full rebrands and a complete web rebuild, supporting 6 squads and eliminating design debt across the organisation
- Partnered closely with engineering and product during a period of A\$90M+ in total funding to align design decisions with technical reality and improve cross-functional consistency
- Drove strategic design decisions on the trading and investing experience, balancing user needs with regulatory and product constraints
- Contributed to a product experience recognised with Finder's 'Most Loved' & 'Most Trusted' Share Trading Platform (2024), Canstar's 'Outstanding Value - Trader' (2023), and a 4.6-star App Store rating

 Valiant • Visual Designer Dec 19 - Apr 21

Joined as the sole designer in the business, supporting both marketing and product initiatives simultaneously.

- Led the rebrand and created future-proof brand assets adopted across the organisation
- Designed internal product and employee experiences alongside external partner-facing work, covering the full scope of a scaling fintech
- Managed external vendors and fulfilled partner requests end-to-end

 Insight Timer • Visual Designer Apr 19 - Sep 19

Worked closely with in-house and offshore development teams at one of the world's largest meditation apps, translating complex design intent into clear, developer-ready specs.

- Produced detailed design animations and prototypes to communicate intended final product to dev teams across time zones
- Shaped the early-stage brand and design system for a product that has since grown to 20M+ users
- Led the translation of the native app into a newly built web product, expanding the platform's reach

 Prospa • Digital/Graphic - Junior Product Designer Apr 17 - Apr 19

First design role at Australia's #1 small business lender - a broad, high-output position spanning product, marketing, and brand.

- Oversaw all marketing and design and art direction tasks to the first major rebrand
- Provided designs for investor presentations and the IPO
- Collaborated with the marketing team on EDMs, digital banners, and content assets
- Managed external vendors for merchandise and events across the business

Contact

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Skills

Figma

Design systems

Accessibility (WCAG)

Product strategy

AI assisted design

Interaction design

User testing

Adobe suite

Education

UTS 2012 - 2015

Bachelors of Visual Communications

Tempe High School 2006 - 2011

Selective Stream

Bootcamps

Usability Testing 2023

Nielsen Norman Group (NN/g)

AI Prototyping 2025

Memorisely

References available on request.