

# Connor Gettel

Design leader operating at product architecture, operating models, and AI-native workflows.

London, UK

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## PROFILE

A decade across fast-scaling fintech — IC → VP at MoonPay, Lead at Curve. Scaled design teams 1 → 8 and 1 → 12, and restructured a ~120-person product / engineering / design org around capabilities, not products. Today the architecture I conceived runs MoonPay's ramp stack across 30M+ customers and ~\$2B / yr TTV. Operate at altitudes most design leaders don't: product architecture, operating models, AI-native workflows. Ship the tooling myself.

## LEDGER

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IC TO VP ACROSS

**A decade**

of fintech product design.

SCALED DESIGN THROUGH

**Series A → C**

at two fast-scaling fintechs.

OPERATES ACROSS

**4 altitudes**

Systems, architecture, team, org.

LEADER OF

**12 designers**

across product & content, as VP.

## COMPANY



## MoonPay

London, United Kingdom · Aug 2022 – Mar 2026

Promoted three times: Staff → Head → Director → VP

Aug 2025 – Mar 2026



## VP of Product Design

- › Ran design integration for **two acquired companies (Iron and Helio)** — answered the open question of how their products fit into MoonPay's stack.
- › Held the function together as **most of the peer leadership layer turned over** in my first quarter — new CTO, new SVP of Product, outgoing VP of Product.
- › Drove the product/engineering/design restructure with the incoming SVP of Product + CTO — **capability-aligned ownership held through the leadership change.**
- › Made retention calls that **held key Product, Design, and Engineering hires** through the turbulence.

Aug 2024 – Aug 2025



## Director of Product Design

- › Made AI-native tooling the function's default — **built and shipped both tools myself, code-first:** a content governance MVP that extended the standard from **2 teams → every delivery team**, and a canvas-aware design co-pilot that **raised the floor across a 12-person team.**
- › Reframed content design's staffing gap as an access problem, not a headcount one — made the case to the SVP of Product to bet on capabilities over headcount; SVP backed it, **avoiding ~£650k+/yr in IC hires.**
- › Shipped MoonPay's consumer app redesign — **unified CeFi + DeFi into a single trading experience.**
- › Ran my own recruiting pipeline on a **5-day SLA** when the talent function was at capacity.

Sep 2023 – Aug 2024



### Head of Product Design

- > Conceived and led Blocks — MoonPay's 13-month modular product re-architecture. Pitched it to VP of Product + VP of Engineering in June 2023 as a Staff IC; presented to the 300+ person company that December.
- > Drove an org-wide restructure (~120 people across product, engineering, and design) around capability-aligned ownership.
- > Built Orion design system in parallel; held UX constant to protect CVR through the rebuild.
- > Blocks delivered the commercial outcomes the architecture promised: duplicate accounts -30% in 2 quarters once Auth stood alone, EDD turnaround 2 months → <48h via identity-flow independence, KYC pass rates +15% by triggering identity as 'spend readiness' outside the transaction flow.

Aug 2022 – Sep 2023



### Staff Product Designer

- > Conceived ThemelDs — partner theming unique to MoonPay's stack, deployed at 50+ wallets; drove exclusivity deals (including bitcoin.com) and became a core pillar of enterprise sales.
- > Reframed the product org's metric architecture — CVR as leading, TTV as lagging — driving millions in additional ARR; made the case for Sell UX as high-potential despite low TTV, lifting it ~10x.
- > Led the first FCA Financial Promotion Standard implementation; advised the regulator on UX.

## COMPANY



### Curve

London, United Kingdom · Nov 2017 – Jun 2022

Promoted once: Product Designer → Lead

Apr 2019 – Jun 2022



### Lead Product Designer

- > Designed and named Samsung Pay+ in Suwon with Samsung — 100% terminal acceptance vs ~30% without. Live today at samsung.com/uk.
- > Unbundled Curve's onboarding monolith into a modular, experimentable flow — lifted signup → first-transaction CVR 20%+ in some markets; years before Blocks at MoonPay.
- > Redesigned Curve's metal cards for the rebrand — industrial design with Composecure.
- > Orchestrated Curve's design response to the Wirecard weekend — card re-verification UX at customer-base scale.

Nov 2017 – Apr 2019



## Product Designer

- > Led end-to-end design for Amex Top-up, P2P Payments, Insights, and the tiered subscription that shifted Curve's business model.
- > Designed the first Curve Metal — adopted by ~6% of users for the card design itself — working directly with Gemalto, Thales, and Nightcrest on manufacturing and Burgopak on packaging.
- > Invented the flow-documentation schema that became the team's default at Curve — later standardised at MoonPay.

### SELECTED SOLO BUILDS

#### SystemIQ

2025 – 2026

Native SwiftUI design system + agentic AI builder (Anthropic API, tool use, structured output) + Figma plugin bridge. **Built solo, end-to-end.**

#### Overhead

2025 – 2026

Physical aircraft-tracking object — Raspberry Pi, RTL-SDR, LED matrix, custom firmware, 3D-printed frame in OpenSCAD. **Built solo, end-to-end.**

### EDUCATION

#### University of Westminster

2016 – 2017

MA Interactive Media, Industrial and Product Design

Distinction

#### SAE Institute

2013 – 2015

BSc Audio Engineering

1st Class Honours

#### The International School of Kuala Lumpur

2008 – 2010

IB Diploma

### CAPABILITIES

Operating-model design · Product architecture · Design-system strategy · AI-native workflow design · Team & performance design · Code-first design leadership · Commercial design strategy · SwiftUI · TypeScript · Claude Code · Anthropic APIs · Agentic AI · Structured output · Figma plugin development