आशा वर्मा

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PROFESSIONAL SUMMARY

Product designer with 5+ years of experience crafting intuitive digital products. Combines user research, systems thinking and sharp visual design to solve meaningful customer problems.

EXPERIENCE

Senior Product Designer **2022 — Present**

Northstar Labs · Bengaluru

- Led the redesign of the customer onboarding journey, improving activation by 24%.
- Partnered with product and engineering teams to ship a scalable design system.

EDUCATION

B.Des, Interaction Design **2014 — 2018**

National Institute of Design

SKILLS

Figma | User research | Design systems | Prototyping | Product strategy