# ASMI JOSHI
**Product Designer**

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## SUMMARY

Experienced UX designer building solutions and tools for complex B2B and enterprise platforms.

## EXPERIENCE

**AppDirect**
Staff Product Designer, *Jan 2017 - Present*

- As the second most senior member of the design team, I worked cross-functionally with the Engineering, Product, Marketing, and Customer Success teams to advocate for a user-centered approach for AppDirect's white-labeled marketplace.

- Drove design strategy and designed multi-persona experiences for 7 teams across Billing and Checkout, and advised 4 additional stakeholder teams. Presented the UX vision for Billing and the purchase experience and got buy-in from leadership.

- Conducted customer research, drove design strategy, and designed a responsive framework that enabled AppDirect to launch Checkout across its global marketplaces and was successfully adopted by its biggest enterprise customers (including ABB, ADP, Cancom, Swisscom, Comcast, and Vodafone), reporting on average 64% cart conversion across marketplaces (August 2021).

- Drove design strategy and designed a responsive framework for AppDirect's unified payment experience; adopted by all 7 AppDirect teams with payment touchpoints. This unblocked sales of key platform features to our biggest enterprise customers Swisscom and Deutsche Telekom.

- Conducted internal and customer workshops and performed content analysis, based on which I created AppDirect's first jobs-to-be-done framework and redesigned the information architecture. It has informed AppDirect's onboarding strategy and led to investing resources in navigation improvements.

- Led design and research for AppDirect's new onboarding and free-trial experiences that resulted in improvements to AppDirect's new self-serve go-to-marketing strategy.

- Documented design system components, guidelines on usage, and defined criteria for identifying and updating legacy components, which resulted in improved design and content consistency, improved component understanding for designers and engineers, and minimized design and engineering effort.

- Initiated and wrote AppDirect's first UI copy guidelines with a technical writer, now an official part of AppDirect's design system

- Worked with leadership to grow the UX team from 3 to 7 designers and championed our first UX researcher hire.

- Mentored junior designers on craft, presenting designs to leadership, prioritization, and working with stakeholders.

### Deloitte Digital
UX designer,  *Aug 2013 - Dec 2016*

- Designed mobile (iOS and Android) and responsive web experiences across dozens of Deloitte Digital clients.
- Conducted research and facilitated client workshops aligning stakeholders through journey mapping and user personas for Deloitte Digital clients.
- Worked in cross-functional stakeholder teams (PM and Engineering) and clients from ideation through implementation.

Key accomplishments:

- Designed BMW's first Android app (and new features for the iOS App) for BMW owners and enthusiasts. Users could track distance and mileage for their driving segments and check their financing.
- Managed the UX team for Constellation Brand's internal sales collaboration tool for their beer division.

## EDUCATION

### MS Human-Centered Design and Engineering
University of Washington, Seattle, *Jun 2013*

### BS Computer Science
University of Maryland College Park, *Jun 2011*

## SKILLS

| Design | User Research | Soft Skills |
|---|---|---|
| Interaction Design | Usability Testing | Collaboration |
| UI Design | Interviewing | Prioritization |
| Information Architecture | Heuristic Analysis | Mentoring |
| Prototyping | Mental Models | Team Building |
| Accessibility | | Adaptability |
| Copywriting | | |
| HTML/CSS | | |

## TOOLS

Figma, Sketch, Axure, InVision, Principle, Adobe CC