

Ashmita Dinesh Nambiar

Senior UX & Product Designer

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PROFILE

Senior UX & Product Designer with 4 years of end-to-end product design experience across SaaS, B2B enterprise, automotive, networking, and e-commerce platforms. Data-driven track record: 33% increase in orders for SIXT+, 70% reduction in manual operations at Fujitsu (NTT & DOCOMO), and 40% lower workflow load at WOBB. Experienced designing for global enterprise clients, with deep strengths in design systems, user research, interaction design, and shipping measurable product outcomes within Agile teams.

WORK EXPERIENCE

Associate Lead UX Designer · Lollypop Design Studio (Terralogic) Apr 2024 – Present
Bangalore, India

Client: Global Indian International School (GIIS) · Apr 2025 – Present

- Led user research, stakeholder interviews, and journey mapping across 3 product modules, tying design outcomes directly to business goals.
- Reduced design–development rework by 15% by resolving usability gaps between legacy designs and engineering output through cleaner Figma component handoffs.
- Mentored junior designers and established shared design standards, improving consistency across the product suite.

Client: Fujitsu — NTT & DOCOMO accounts · Apr 2024 – Apr 2025

- Designed a data-driven network management UX platform for Fujitsu's key telecom clients, simplifying complex operator workflows through interaction design.
- Built a scalable design system standard adopted across multiple networking product lines to accelerate future infrastructure integrations.
- Automated and redesigned operator workflows, reducing manual tasks by 70% and improving error rates in service provisioning.

UX Designer · Peepal Design Jan 2022 – Aug 2023
Bangalore, India

Client: SIXT (Germany) · Apr 2022 – Aug 2023

- Led end-to-end UX for SIXT+'s first white-label launch with Land Rover — orders increased 33% within 28 days of launch.
- Re-architected the design system into a semantic token model, enabling future partner brands to launch without rebuilding from scratch.
- Ran UI audits and rapid prototyping in Figma and Framer, accelerating design validation and development velocity.

Client: REM42 × INSPIRE Institute · Jan 2022 – Apr 2022

- Designed and facilitated a cross-functional design sprint built on Nir Eyal's Hooked model, producing a validated product concept and roadmap for a new audience.

UX/UI Designer · WOBB (Ravgin International Pvt. Ltd.)
Remote, India

Jul 2021 – Dec 2021

- Built the first version of an AI influencer-marketing platform from zero — with no analytics or market data — structured by the DECIDE framework.
- Reduced influencer-manager workload by 40% by streamlining manual campaign operations and enabling self-serve workflows.
- Grew the influencer database by ~50% across 2022–23 through a modernised interface and simplified onboarding; validated decisions with A/B and usability testing.

EDUCATION & TRAINING

UX PM Level 2 Certification

Nov – Dec 2022

UX Alliance · Bangalore, India

HEART framework, UCD lifecycle, UX KPIs, Agile integration, design sprint facilitation

Bachelor of Fashion Technology

Jul 2015 – Jun 2019

National Institute of Fashion Technology (NIFT) · Kannur, India

Ergonomics, systems thinking, research methodology, data-driven product analysis, HTML/CSS

SKILLS

Design & research

- End-to-end product & interaction design
- Wireframing & high-fidelity prototyping
- User research & moderated usability testing
- Design systems (build, governance, Figma components)
- User interviews, journey mapping, information architecture
- WCAG 2.2 accessibility & inclusive design
- HEART framework, UX KPIs & OKRs
- A/B testing & data-driven iteration
- Agile / Scrum integration
- Stakeholder facilitation & design critiques
- Behavioural design & design workshops
- Designing for AI (matching, transparent automation)

Tools

- Figma (components, variants, auto-layout)
- Miro · Mural · FigJam
- Adobe XD · Framer · ProtoPie
- Jira · Confluence · Balsamiq
- Basic HTML / CSS / JS (dev handoff)
- Microsoft Office Suite
- Claude Design · Gemini · Figmamake · Midjourney · Gamma

LANGUAGES

English professional

Malayalam Native

Hindi Conversational