

Asha Verma

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Senior Product Designer

PROFESSIONAL SUMMARY

Product designer with seven years of experience shipping B2B and fintech products. I turn research into clear interfaces and work closely with engineering to ship them.

WORK EXPERIENCE

Northwind Payments

Senior Product Designer

03/2022 - Present

Pune

- Redesigned merchant onboarding across web and mobile, working with four engineering squads.
- Built the shared component library used by every product team, with accessibility checks in review.
- Ran weekly usability sessions with merchants and turned the findings into the quarterly roadmap.

Brightline Labs

Product Designer

06/2019 - 02/2022

Bengaluru

- Designed the analytics dashboard for logistics customers from first sketches to launch.
- Introduced design reviews with engineering before each sprint.

EDUCATION

National Institute of Design

B.Des, Interaction Design

2014 - 2018

SKILLS

Figma, Prototyping, Design systems, User research

Maze, Notion, Jira

Workshop facilitation

PROJECTS

Open Forms Kit

Accessible form patterns for government services.

- Published as an open-source Figma library.