

# Asha Verma

asha.verma@example.com | +91 98765 43210 | Pune, India | LinkedIn

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.

## SKILLS

Technical · Figma, Prototyping, Design systems, User research

Tools · Maze, Notion, Jira

Soft Skills · Workshop facilitation

## EDUCATION

### National Institute of Design

B.Des, Interaction Design

2014 - 2018

## PROJECTS

### Open Forms Kit

Accessible form patterns for government services.

- Published as an open-source Figma library.