ASHWIN JOSE - SENIOR PRODUCT DESIGNER

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WORK EXPERIENCE

Senior Product Designer (Contract)
MoCaFi (Remote)   February 2025 – Present

- Designed a call center web portal for benefits enrollment management for 3.5 million enrollees.
- Consolidated 3 outdated systems under a single platform and removed frictions of manual and repetitive tasks.
- Developed personas, user flows, wireframes, high-fidelity designs, prototypes, documentation and quality assurance.
- Customized Material design components to align with brand guidelines.

Senior Product Designer (Contract)
Fidelity Investments, Newport, NJ (Hybrid)   March 2023 – February 2025

- Designed cloud-based trading applications to replace over 200 legacy mainframe screens, reducing licensing and infrastructure costs.
- Enhanced productivity for over 12,000 Fidelity trading associates by improving task management, inquiry handling and automating repetitive tasks.
- Led end-to-end design for high-impact projects, including Securities, Transfer Bookkeeping, and Cancel, Correct, Rebill increasing user satisfaction scores by 25%.

Senior Product Designer (Contract)
Finastra (Remote)   October 2022 – March 2023

- Designed the DV01 foreign exchange risk analytics dashboard, enhancing risk assessment capabilities for over 400 risk managers and associates.
- Added forex functionalities to the Finastra Kondor suite of treasury applications and increased forex transactions tenfold.
- Developed personas, user journey maps, wireframes, high-fidelity designs, prototypes, and design system assets to guide design decisions and communicate concepts.

Senior Product Designer (Contract)
Capital One (Remote)   December 2021 – September 2022

- Designed a reusable modular template for retail credit outcome experiences, impacting over 20 retail partners and ensuring consistency across all outcomes and application channels.

- Delivered end-to-end application workflows for numerous retail partners, including BJ's One, One+, SaksFirst Credit Card, Bass Pro Shops CLUB Card, and Menards BIG Card.
- Collaborated with product managers, stakeholders, and development teams to ensure continuous design iteration and front-end implementation.

Product Design Lead (Contract)
Finix (Remote)   *March 2021 – December 2021*

- Redesigned a payment integration SaaS platform, improving the experience for over 12,000 merchants based on usability best practices.
- Created and maintained modular design system components in Figma, ensuring consistency and flexibility across the platform.
- Led the design of new features, including account onboarding, merchant application, underwriting, subscription billing, API onboarding, and Apple Pay integration.

Product Design Lead (Full-time)
Neuragenie (now Gogogeni), Remote   *May 2020 – March 2021*

- Designed an AI- enabled search platform with social search, knowledge monetization, and chat functions, achieving over 100 sign-ups during the alpha release.
- Created wireframes, high-fidelity mockups, and prototypes using Sketch, adhering to the React MUI library.
- Delivered logos, social media assets, email marketing materials, and product videos.

UX Designer (Contract)
Equifax, Maryland Heights, MO   *August 2019 – February 2020*

- Designed and maintained webpages for Equifax Workforce Solutions which serves over 73 companies.
- Collaborated with product and technology teams to deliver wireframes, high-fidelity mockups, and prototypes using Adobe Illustrator and InVision.
- Optimized Content management system (CMS) components with updated page layouts, styles, imagery, and content.

UX Designer (Contract)
Wells Fargo, St. Louis, MO   *August 2017 – July 2019*

- Designed a client portfolio assessment dashboard to replace legacy applications impacting over 12,000 financial advisors.
- Collaborated with business, product and development teams to deliver high-fidelity designs, prototypes, UI documentation and visual quality assurance in adherence with established UI style guides.

VOLUNTEER

- ***Kidooo.ai: Mobile App Redesign***   *July 2024 – September 2024*
  Designed critical user flows and developed a comprehensive design system for a native mobile app for an AI enabled early childhood education application.

- ***AmeriCorps St.Louis : Website redesign***   *March 2018 - June 2018*
  Updated the website with a new look, feel, and functionality based on continued feedback and collaboration from AmeriCorps St. Louis and other team members.

- ***Toastmasters St.Louis : VP of Public Relations***   *June 2018 - January 2020*
  Volunteered as Vice President of Public Relations, where I was involved in crafting newsletters, social media assets, and promotion for the Central West End Toastmasters club.

EDUCATION

- ***Scaling design systems by Dan Mall (2023)***
  Online

- ***Visual design immersive by Design Lab (2016)***
  Online

- ***Master of Fine Arts- Animation (2013)***
  Academy of Art University, San Francisco, CA

- ***Bachelor of Mass Media (2005)***
  Wilson College, Mumbai, India

SKILLS

UI/UX design, UX research, cross-functional collaboration,requirements gathering, wireframing, visual design, prototyping, information architecture, graphic design, design systems, design documentation, development annotations, surveys, usability testing, and visual quality assurance.

SOFTWARE

Figma, Sketch, Photoshop, Illustrator, After Effects, Spline, Framer, Webflow, Miro, HTML5, CSS3, VS Code, Usertesting, Optimal Workshop, Balsamiq Wireframes, Zeroheight, Jira, and Confluence.