

Aastha Jain

WORK EXPERIENCE

Freelance Product Designer

Aug 2026 - Present

Leading Android/iOS redesign and IA for a client, defining navigation, flows and design specs with a cross-functional dev team.

AI for UX Design Certification

DesignLab

Aug 2026

- Completed a 4-week hands-on program building a full AI-assisted UX workflow, using a self-directed case study (FitFuel) to apply it end to end
- Evaluated and selected tools across six UX workflow layers, from research to prototyping to communication
- Delivered a final portfolio case study translating the workflow into a shippable design outcome

Career Break

March 2023 - Aug 2026

Took a career break to grow family and travel. Visited 24 countries, immersed in local cultures, and documented culinary experiences throughout. Returning with fresh perspective and renewed curiosity for product design.

Senior User Experience Design Specialist

SAP SuccessFactors | Palo Alto, CA

April 2021 - March 2023

- Redesigned SAP SuccessFactors Learning homepage** to create a personalized, guided learning experience for 5.5M+ users and receiving positive customer feedback.
- Championed product vision** by thoughtfully evaluating feature requests, effectively communicating data-driven insights and tradeoffs, and leveraging research and user testing to inform strategic design decisions.
- As part of the **Design System Management team at SuccessFactors**, unified the design suite by identifying and resolving component-level design inconsistencies, enhancing and ensuring a cohesive user experience.
- Successfully designed **experiences for diverse personas** across different modules of the suite, including crafting intuitive admin features.
- Helped **facilitate collaborative sessions, bringing stakeholders together** to share ideas, align on product vision, and make progress, contributing to a unified approach to achieving goals on time.

User Experience Design Specialist

SAP SuccessFactors | Palo Alto, CA

May 2019 - March 2021

- Led** projects under **Continuous Performance Management (CPM) reimagined initiative** by crafting experiences from 0-1 relating to activities, achievements, meetings, and integration with Rewards & Recognition (RnR) across **desktop web, iOS, and Android**, resulting in a **milestone of over 2,000+ customers** using CPM and increase in employee engagement and satisfaction.
- Successfully delivered design solutions for a high-priority escalation project with a critical partner, meeting stringent requirements and deadlines, hence mitigating the risk of revenue loss.
- Co-organized design enablement series featuring design leaders, upskilling the team on various topics and fostering a culture of learning and growth.

UX Design Intern

SAP Labs LLC | Palo Alto, CA

Jan 2019 - April 2019

Designed an online platform to enhance classroom experiences for academic educators, promoting design thinking and aligning with **SAP's mission to develop design talent** across industries by empowering university professors.

UX Designer - Volunteer

Start Small Think Big | Remote

Nov 2018 - Jan 2019

Designed websites & did graphic design work for **under-resourced small business owners and entrepreneurs** to help them gain personal financial security.

Design Researcher

twobythree | Mumbai, India

Oct 2016 - March 2017

Collaborated with researchers to conceptualize and design an **educational board game** for kids, conducting multiple testing sessions to gather insights and refine the design. Also, **developed and tested card game concepts**, iterating on designs based on user feedback.

UX Designer

Agreeya Mobility | Pune, India

Jan 2015 - May 2016

- Designed with the core app studio team, serving both in-house and **Fortune 500 clients**.
- Led UX design for HP iPass and created user-friendly mobile apps like SleepMachine, Afterlight, and Frontier for **Android and Windows**.

Product Designer

BrandConcepts Pvt. Ltd. | Indore, India

July 2013 - Dec 2014

Followed design process to create and successfully launch **Tommy Hilfiger** travel gear and small leather goods for three consecutive seasons starting summer of 2014.

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EDUCATION

AI for UX Design Certification

DesignLab

Aug 2026 - Aug 2026

M.Des Interaction Design

California College of the Arts | San Francisco

Aug 2017 - Aug 2018

UX Jumpstarter Certificate

ImaginXP

Jan 2015 - Apr 2015

B.Des in Accessory Design

National Institute of Fashion Technology

2009 - 2013

DESIGN SKILLS

Interaction design
Responsive design
Wireframes
Information architecture
Visual design
Rapid prototyping
Usability testing
Systems thinking
Design specifications
Accessibility design
Design documentation
Task flows
User journey maps
Storytelling and Storyboarding

TOOLS

Figma
Sketch
Invision
Photoshop
Mural
InDesign
Jira

PROJECT EXPERIENCE

Design Strategist

California College of the Arts | SF, CA

Jan 2018 - July 2018

Worked closely with the Director of Research & Planning at CCA to design solutions that promote best sustainable practices within CCA. Followed the design process and started with defining the problem and delivered well-designed, scalable and flexible frameworks.

Design Consultant

Boys & Girls Club | SF, CA

Oct 2017 - Dec 2017

Applied Appreciative inquiry to design innovative communications solutions, building on the strengths of City Studio and Boys & Girls Club, Tenderloin.