

# AASTHA JAIN

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Senior Product Designer with 6+ years of experience, including 4+ years at SAP SuccessFactors designing scalable web and mobile experiences for complex, large scale B2B SaaS platform. Experienced in end to end product design, with strengths in systems thinking. Career break for family and travel followed by a return to practice, now growing expertise in AI-assisted design workflows.

## EXPERIENCE

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**Freelance** | August 2026 - Present

- Leading the mobile redesign of a nonprofit spirituality platform.

**Senior Product Designer** | **SAP SuccessFactors** | Palo Alto, CA | March 2019 – March 2023

Promoted from Product Designer

- Redesigned the SAP SuccessFactors Learning homepage for 5.5M+ users, with 2.2M setting it as their default.
- Led 0-to-1 design for the Continuous Performance Management (CPM) reimagine, covering activities, achievements, meetings, and Rewards & Recognition integration across web, iOS, and Android. Reached 2,000+ customers and lifted employee engagement.
- Led UX for a high-stakes ExxonMobil escalation, designing the competency ratings and permissions view in the employee profile under a tight deadline. Delivered on time, retaining the client relationship.
- Mentored 5+ interns and new hires through onboarding and project guidance, driving on-time deliveries consistent with SAP design guidelines.
- Resolved component-level inconsistencies across the design system as part of the Design System Management team in Palo Alto, unifying the experience suite-wide.
- Led 0-to-1 design for 8+ projects spanning distinct personas across suite modules, including admin-facing features.
- Co-organized and hosted a multi-episode design enablement series, bringing in guest speakers to upskill the team.

**UX Design Intern** | **SAP Labs LLC**, Palo Alto, CA | January 2019 - April 2019

- Designed an online platform to bring design thinking into the classroom, part of SAP's initiative to build design talent across universities.

**Design Researcher** | **twobythree**, Mumbai, India | October 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 Solutions**, Pune, India | January 2015 - May 2016

- As part of the core design studio team, designed multiple apps serving both in-house and Fortune 500 clients.
- Led UX for HP iPass and shipped consumer apps, including SleepMachine, Afterlight, and Frontier, across Android and Windows.

**Product Designer** | **BrandConcepts Pvt Ltd**, Indore, India | July 2013 - December 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.

## EDUCATION

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**AI for UX Design Certification** | **Designlab**, San Francisco, CA | August 2026

**M.Des Interaction Design** | **California College of the Arts**, San Francisco, CA | 2017-2018

**UX Jump starter Certification** | **ImaginXP**, Pune, India | January 2015

**B.Des in Accessory Design** | **National Institute of Fashion Technology**, Chennai, India | 2009-2013

## SKILLS

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**Craft:** AI-assisted design workflows, Wireframing and Prototyping, Systems thinking & design systems, Design-to-Dev Handoff, Accessibility

**Strategy & Research:** End-to-end product ownership, Problem Framing, Prompt engineering

**Leadership & Collaboration:** Cross-functional collaboration, Workshop Facilitation, Mentorship & critique, Storytelling & stakeholder alignment

## TOOLS

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**AI:** Claude, Codex, Figma Make, Adobe Firefly, Perplexity, Consensus, Gamma, ChatGPT

**Design:** Figma, Sketch, Zeplin, Adobe Creative Suite