

Asha Bhakta

Contact

562-547-1227
ashabhakta.com
ashabhakta15@gmail.com
linkedin.com/in/ashabhakta15

Education

Boston University
B.S. Nutrition & Psychology

Designlab
User Experience Design

Expertise

Tools & Technologies
Figma, Sketch, Adobe Creative Suite (XD, Illustrator, Photoshop), HTML/CSS, WCAG, AI, AR, Google Analytics, Axure, Invision, Craft, Principle, Marvel, Zeplin, Webflow, Framer

Design & Strategy
Wireframing, Visual Design, Interaction Design, Responsive Web Design, Mobile App Design, Prototyping, Branding, Email & Social Media Design, UX Copywriting

Research & Analysis
User & Market Research, Competitive Analysis, Information Architecture, Content Mapping, Usability Testing, Heuristic Evaluation

Mentorship

ADPList
UX Design Mentor

Awards

Communicator Award 2025
Design – Medical & Pharmaceutical Excellence

Communicator Award 2025
Design – Healthcare Distinction

Experience

MOD | Digital Product Designer, Lead

February 2024 – April 2025

Led the implementation of a scalable design system for Comcast Business' Brand Hub, creating reusable components and flexible grid systems that improved brand consistency and increased asset library visibility by 30% across platforms.

Spearheaded the mobile-first redesign of Costco's Witt Pledge website, optimizing accessibility and responsive design across devices, which led to a 50% increase in employee engagement.

Optimized interaction design and information architecture for Aetna's Medicare platforms (Verizon Aetna, SilverScript), improving clarity, navigation, and end-to-end user journeys across web and mobile platforms.

Group SJR, WPP | UX Designer

April 2022 – July 2023

Led accessibility-focused design improvements for Toyota and Lexus Newsroom, aligning visual design and content structure to achieve WCAG 2.1 AAA compliance, ensuring more inclusive engagement across 4+ devices.

Collaborated cross-functionally and leveraged data to redesign Tiffany & Co.'s Flagship and Foundation sites, improving usability, accessibility, and user retention across multiple devices.

Enhanced Apollo.com's internal CMS portal by streamlining user workflows, resulting in a 30% increase in user engagement and a 25% reduction in navigation-related support requests.

Group SJR, WPP | Associate UX Designer

December 2021 – April 2022

Designed and launched a motion-based promotional ad experience for Spotify Investor Day 2022, featured on Spotify For the Record, reaching over 100K unique viewers and reinforcing Spotify's digital brand narrative.

Utilized Spotify's design system to create and prototype new features for Spotify Investor Relations, including lead generation and search pages, resulting in a 15% increase in site traffic.

Enhanced ExxonMobil's AR app experience by incorporating AI features and refining UX copywriting, making complex scientific information clear for a variety of audiences.

DemocracyLab | Junior UX Designer

June 2020 – December 2021

Partnered with Google fellows and City of Seattle officials to design Civiform, a digital service connecting users to public benefits, which reduced application times and improved accessibility for over 10,000 users.

Redesigned the volunteer application process using user research to enhance onboarding experiences, resulting in a significant boost in volunteer conversion rates and adherence.

Developed content strategy and designed responsive layouts that guided users through complex social service eligibility flows, contributing to a 10% increase in user engagement.