

ASHA BACCHUS

UX/UI & PRODUCT DESIGNER

CONTACT

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TOOLS & SKILLS

- Figma/Figma Make/FigJam
- Claude
- Miro
- Microsoft Suite
- Wireframing & Prototyping
- Usability Testing
- Interaction Design
- User Research
- Product Strategy
- Competitive Analysis
- Heuristic Evaluation
- Workshop Facilitation
- Prioritization & Planning
- Responsive Design Principles
- Agile Methodologies
- Information Architecture

EDUCATION

DEPAUL UNIVERSITY

B. A. Continental Philosophy
B. A. French Language
Minor in Cognitive and Behavioral Psychology

GENERAL ASSEMBLY

User Experience & Design
Immersive Intensive Course

LA SORBONNE PARIS

Cours de civilisation française

CAMBRIDGE UNIVERSITY

CELTA Certified ESL Instructor

LANGUAGES

English ●●●●●
French ●●●●●
Spanish ●●●●●

PROFILE

A curious and thoughtful UX/UI & Product Designer with 7+ years of experience designing user-centered digital products across mobile, web, SaaS, and internal tools. Known for collaborating closely with cross-functional teams to deliver designs that balance user needs, technical feasibility, and business goals.

Recently, I've been integrating AI tools like Claude, ChatGPT, and Figma Make into my design practice to accelerate research, prototyping, and proposal work — while staying mindful of the ethical implications of AI and advocating for transparency and human oversight in the products I help build.

RECENT WORK

Product Designer

Nagarro

Jan 2025 - Present

- Led early-stage product discovery efforts, including stakeholder interviews, competitive analysis, and user research, to identify user needs and inform strategic decision-making.
- Translated research insights into actionable design strategies, user flows, and planning roadmaps that supported successful project kickoffs and client buy-in.
- Leveraged AI tools — including Figma Make for rapid prototyping, Claude for proposal development and research synthesis, and ChatGPT and GitHub Copilot for research acceleration — to increase team velocity and elevate the quality of client-facing deliverables; currently exploring MCP integrations in Claude to further streamline Figma workflows and research pipelines.
- Created wireframes, prototypes, and high-fidelity designs for web and mobile experiences, ensuring usability, accessibility, and responsiveness across devices.
- Crafted journey maps, visual artifacts, and experience concepts that elevated proposal narratives and increased win rates.
- Contributed to product planning sessions by identifying design opportunities and prioritizing features based on user value, feasibility, and business impact.
- Conducted heuristic evaluations of existing interfaces, identifying usability issues and recommending improvements to enhance overall user experience.
- Supported proposal and planning phases by defining product scope, design requirements, and success criteria in collaboration with stakeholders.
- Collaborated with cross-functional teams to develop compelling RFP responses, aligning design vision with user needs, business goals, and technical constraints.

UX/UI Designer

TangoCode Inc.

2019 - 2024

- Drove end-to-end product design from ideation through launch across web, mobile, SaaS, and internal tools, solving complex user and business challenges.
- Led and facilitated in-person and remote workshops, Inception sessions, and Design Sprints with clients, product managers, and stakeholders.
- Conducted user research, usability testing, and heuristic evaluations, synthesizing findings into clear recommendations that informed iterative design decisions.
- Designed wireframes, user flows, prototypes, and high-fidelity interfaces to communicate interaction patterns and product vision across cross-functional teams.
- Developed and maintained design systems, style guides, and UX copy to ensure consistency, scalability, and cohesive brand voice across products.
- Partnered with Marketing to design branded assets that strengthened visual identity and communication.