Nishita Aswani

Senior Product/UX Designer

[portfolio ↗](portfolio)

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2022-Present

Bubble AI visual development
Senior Product Designer

- Led product modernization, balancing technical, business, and user needs to deliver high-impact and iterative design features
- Collaborated cross-functionally to simplify complex problems with scalable, modular solutions aligned to long-term goals
- Drove team alignment through strategy and research processes ex: mapping core user journeys, identifying pain points, and uncovering key opportunities

2021-2022

Bowery Valuation Commercial real estate
Product Designer II, III

- Drove an 80% increase in user efficiency by identifying strategic opportunities that solved user problems and aligned with business goals
- Collaborated across engineering, product, and business to advocate for user needs, secure buy-in, and deliver dev-ready design specs
- Led end-to-end design—from concept to high-fidelity UI—rooted in user stories and integrated with the evolving design system

2019-2021

EveryMundo (Acq. by Pros) Airline growth marketing
Product Designer, Lead

- Scaled a reusable design library into a flexible design system, enabling consistent, brand-aligned experiences across client products
- Pioneered UX thinking through inclusive design tools, leading ideation sessions and building strong feedback loops.
- Hired and mentored designers while guiding the shift from an agency model to integrated, cross-functional product teams

Skills & Tools

Skills
Interaction Design (IXD), Design Strategy, Information Architecture, User Research, Visual UI Design, Communication and Collaboration, Adaptability, Complex problem solving, Prototyping, 0-to-1 design solutions, Mentorship

Tools
Figma, Figjam, Adobe Creative Suite, JIRA/Confluence, Loom, G-Suite, AutoCad, User Testing tools, etc.