

Ashra Taslima

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Summary:

I'm a curious problem-solver and detail-obsessed UI/UX Designer with 7+ years of experience crafting digital experiences that feel intuitive, human, and just work. From scrappy startups to complex enterprise systems, I've designed elegant solutions for messy problems, always putting users at the heart of every decision.

Whether I'm wireframing in Figma, testing prototypes with real users, or bringing designs to life with React, I thrive at the intersection of creativity and logic

My sweet spot? Translating ideas into interfaces that delight users and deliver business impact. Collaborative by nature, data-driven by default, and endlessly passionate about great design!

Category	Technologies & Tools
Design Tools	Figma, Adobe XD, Adobe Creative Suite, InDesign, AEM, WordPress, Drupal
UX Methods	User Research, Usability Testing, Wireframing, Prototyping, Journey Mapping, Persona Creation, A/B Testing
UI Technologies	HTML5, CSS3, JavaScript, React, Angular, Bootstrap, Material-UI, SASS/LESS
Applications	InDesign, Adobe XD, AEM, Figma, Adobe Suite, Drupal, Unity
Collaboration & Management	Agile/Scrum, Cross-functional Team Leadership, Product Strategy, Design Systems, Stakeholder Communication

WORK EXPERIENCE

Stealth Startup (EdTech Startup)

Founding UI/UX Designer

Remote, US

- Led the UX strategy and end-to-end interface design for Coursology, a course discovery platform, crafting responsive, accessible layouts in Figma and collaborating closely with engineers to implement them in React
- Designed and tested personalized user flows leveraging LLM-driven content, resulting in a 20% increase in user satisfaction and a more adaptive onboarding experience
- Drove a 25% boost in engagement by planning and executing A/B tests on navigation, search interactions, and mobile usability, then iterating based on behavioral insights
- Acted as a cross-functional design lead, translating business goals into intuitive user experiences while ensuring alignment between product vision, technical constraints and user needs

University of Arizona

Senior UX Engineer

Tucson, AZ

- Designed and enhanced student-facing applications including "Degree Search" and "Class App", leading UI/UX redesigns that improved responsiveness, accessibility, and boosted engagement by 20%.
- Created user flows, interactive wireframes, and component-based interfaces in Angular to support complex filtering, academic progress tracking, and responsive cross-device use.
- Led UX research and collaborated on the development of "Conor", an AI-powered chatbot, integrating conversational UI to streamline student support and improve self-service access.
- Partnered with engineering to ensure consistent experience across platforms, incorporating user feedback loops,

performance insights and usability testing into agile product cycles

US Foods

UI/UX Engineer

Rosemont, IL

- Designed and developed responsive front-end interfaces for internal tools and customer portals using Angular, improving usability and consistency across workflows.
- Built modular, reusable UI components to support scalable design systems that integrated cleanly with Java-based backend APIs.
- Collaborated cross-functionally to refine navigation flows and implemented front-end improvements that enhanced performance and reduced support friction.

Credit One Bank

UI/UX Designer

Las Vegas, NV

- Orchestrated a cross-functional team to architect and launch “Express Pay,” a critical payment application for the customer service department. This initiative, part of a custom CRM overhaul, reduced call times by 50% and increased team productivity by 35%
- Provided key technical insights during product validation and A/B testing to optimize user flows and enhance customer onboarding success.
- Implemented robust API and system integration testing within agile sprints, personally identifying and resolving over 30 critical bugs before they impacted users, which reduced post-launch defects by 25%
- Engineered secure and scalable customer-facing portals using reusable JavaScript components and RESTful APIs, which accelerated the overall development turnaround speed by 25% and ensured 100% deadline adherence on all projects

Find A Lawyer

UI/UX Product Designer

Las Vegas, NV

- Drove the end-to-end product design lifecycle that was instrumental in securing a 43% increase in company funding; conducted user research and usability testing to create data-driven personas and journey maps which directly informed the final product experience
- Executed the complete design-to-development pipeline, creating pixel-perfect, interactive prototypes and design systems in Figma and Adobe XD before translating them into responsive, functional web and mobile applications using modern front-end technologies.
- Partnered with product managers, engineers, and key business stakeholders to translate complex requirements into actionable user stories and development roadmaps, ensuring strategic alignment on product features, budget, and delivery timelines.

Projects:

REMS – UI/UX Developer

An application for granting access to applications/software for new hires and internal hires. Built with Java and React.

Knowledge Management – Full Stack Developer

An application developed to serve as a chat and document library for the customer service department. Built with Java and React.

INTERESTS:

Hiking, Photography, Art, Sewing, Dancing, Cooking, Volunteer, Piano, Skating, Pottery, Embroidery, Interior Design, Event Plan

EDUCATION

Bachelor of Science, University of Nevada, Las Vegas