Asher Hutchings
PRODUCT DESIGNER

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A little about me

I thrive on complex design challenges. I take the time to understand the problem and business, getting to know the users and uncovering their needs. Designing, testing, discussing, and improving the solution. I focus on creating well crafted, delightful experiences. Thoughtful designs that strike a balance between innovation and practicality.

Known for my collaborative approach and positive attitude, I excel in team environments where ideas flow freely and cross-functional teams work together to achieve great outcomes. I enjoy sharing knowledge, learning from others, and wearing multiple hats as needed in a small team.

I live in Wellington with my partner and three year old son. A good day when not at work would be spent outside in nature with family and friends. If it involves riding bikes down mountains, that's a real bonus.

SKILLS

Product design
UX & UI design
User research
Prototyping
Usability testing
QA testing
Brand
CSS & HTML

Experience

I studied Computer Graphic Design at the Whanganui School of Design and started working in advertising and marketing. While at a startup in Vancouver I had the opportunity to shift my focus to product design, a move that ignited my passion for creating high-quality, highly useful customer experiences.

Over the past 15 years, I've worked predominately in small or scaling startups developing a wide range of multi-disciplinary skills in diverse contexts. From designing heads-up displays for ski goggles, augmented reality apps for volumetric video capture, to a complex modeling platform for actuaries. This variety has honed my ability to adapt, innovate, and create impactful design solutions in complicated and ambiguous environments.

SENIOR PRODUCT DESIGNER | MONTOUX
NOV 2018 - NOV 2024

During my six years at Montoux as the sole designer, I led the user interface and experience of a groundbreaking actuarial automation platform used by some of the worlds largest insurers. Leading the complete redesign of the platform, rebuilding it to better serve our highly specialised users and fulfilling the company's product strategy.

Designing for the actuarial field required a deep understanding of our users, strategic problem-solving, and close collaboration between product and engineering. I bridged complex technical requirements with intuitive, user-friendly design, creating solutions that were both effective and enjoyable to use.

This role allowed me to tackle complex challenges, gain a strong understanding of actuarial processes of different organisations, and design for a highly specialised audience.

HEAD OF DESIGN | 8I
DEC 2015 - NOV 2018

I led a small team of designers working on web and mobile products, marketing, and supporting business initiatives. A highlight was launching Holo, an augmented reality app for iOS and Android that showcased 8i's volumetric technology. Holo achieved over 1 million downloads and was featured in the 'Best of 2017' showcase on the App Store.

PRODUCT DESIGNER | RECON INSTRUMENTS
DEC 2011 - DEC 2015

I joined Recon Instruments focusing on brand and marketing design, helping establish its identity as a leader in wearable technology. Here I transitioned to product design, working on UIs for heads-up displays in ski goggles and smart sunglasses, delivering real-time data for outdoor enthusiasts. I also worked on Engage, a companion web and native mobile app for viewing and sharing recorded activities.

DESIGNER | RAPP TRIBAL
SEP 2007 - AUG 2011

Working in an agency creating print and digital media for some of New Zealand's biggest brands. Gained experience designing with creative teams, organizing photo shoots, briefing suppliers, and preparing files for developers and printers.