

# Ashi Jain | Senior Product Designer | Over 5 Years in UX & Product Design

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## EXPERIENCE

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### Senior User Experience Designer

Chicago Mercantile Exchange (Through JoulestoWatt)

April 2025 - October 2025, Bangalore, India

- Led redesign and UX enhancements of CME's core operational workflows across internal and customer-facing digital products (website and mobile app) by delivering intuitive, consistent, and value-driven features.
- Led UX design for the RFQ (Request for Quote) alerting capability on cme.com and its email notification workflows.
- Redesigned the secure Firm Regulatory Portal to streamline regulatory interactions and documented the end-to-end workflow.
- Revamped the Request Center dashboard to align with the CME Design System and optimize task management workflow.
- Led user-centered interface strategy, enhancements, and redesign initiatives to integrate colocation workflows with the current CME Design System for consistency and usability.
- Redesigned the Block Trades feature on cme.com to simplify execution and enhance usability.
- Conducted research, competitive benchmarking, and ideation to inform a unified central request dashboard for managing multiple request types within a single interface.
- Designed and engineered reusable components in Figma for the CME Design System to standardize patterns across internal and external products.
- Researched and developed a structured migration plan and tooling to transition legacy components into the new Design System.

### User Experience Designer

SSP Group

November 2022 - December 2024, London, United Kingdom

- Gathering UX requirements based on business and user needs and translating them into comprehensive design briefs.
- Analyzing existing digital products and redesigning them based on thorough analysis and user needs.
- Conceptualising product ideas for various food and beverage brands to enhance business revenue through improved customer retention.
- Analyzing and proposing user experience enhancements for digital platforms such as Order at Table, self-checkout, kiosks, websites and mobile applications.
- Creating user flows, customer journey maps, prototypes, and wireframes using tools like Figma, Adobe XD, and Miro.
- Designing end-to-end websites and mobile apps for various brands.
- Designed a seamless, end-to-end, and consistent user experience for the Order-at-Table platform and Kiosk digital solutions, applying user-centered design principles to ensure a unified, white-label experience across platforms.
- Conducted primary and secondary research, including field studies, stakeholder interviews, and focus groups, to inform design decisions for various digital products.
- Directed the development of a comprehensive UX design process at the organizational level, standardizing user-centered design practices across products.
- Designing brand collaterals that align with and reinforce marketing strategies for digital products, promoting their visibility and impact.
- Creating brand identities for various entities within the organisation.

### User Experience Designer

Tata Consultancy Services, TCS

September 2019 - September 2021, Hyderabad, Telangana

- Designed user interfaces for websites, mobile websites, and mobile applications, ensuring consistency and usability across platforms.
- Redesigned and conceptualized the website for National Mortgage Insurance, improving user flows and overall experience.
- Developed style guides and design systems to standardize visual and interaction patterns across digital products.
- Created user flows, customer journey maps, information architecture, wireframes, and high-fidelity UI designs for multiple projects using Figma, Adobe XD, and Sketch.
- Designed and iterated on concepts for mobile applications and websites, applying user-centered design principles.
- Served as Product Designer for General Motors, enhancing the roadside assistance feature within an Agile development process.
- Conducted in-depth research, usability testing, and A/B testing on widgets and app clips for the General Motors mobile application, leading to increased user engagement and satisfaction.
- Designed and implemented user-centered interfaces for mobile applications, collaborating closely with product managers and developers to optimize usability and improve user satisfaction scores.

### Design Intern

Tricycle Branding Studio

December 2018 - March 2019, Pune, Maharashtra

- Conducted in-depth brand research and competitive analysis to inform strategic design decisions.
- Facilitated ideation and collaborative workshops to generate creative concepts and solutions.
- Designed cohesive brand identities and brand language for clients across diverse industries, ensuring visual consistency and recognition.
- Conceptualized advertising campaigns and developed corresponding design collateral aligned with brand strategy.

- Created a comprehensive range of branding assets, from print materials to digital platforms, optimizing for impact and user engagement.

## Design Intern

### Lokus Design

May 2018 - June 2018, Pune, Maharashtra

- Conducted in-depth brand research and competitive analysis.
- Crafted brand logos and corresponding branding collateral for a variety of clients.
- Played a key role in packaging design for renowned brands such as Haldiram and Spaces.
- Facilitated ideation sessions within the team.
- Conceptualized advertising campaigns and developed corresponding design collateral.
- Designed a wide range of branding collateral, spanning print and digital mediums.

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## EDUCATION

### Professional Certificate in Product Management

Northwestern University - Kellogg School of Management • 2026

### MSc in User Experience Design (Distinction)

Kingston University • London, United Kingdom • 2022

### Bachelors in Design (B.Des)

Symbiosis Institute of Design • Pune, Maharashtra • 2019

### Madhya Pradesh Board, 12th (Science)

Maharashtra Higher Senior School • Jabalpur, Madhya Pradesh • 2015

### Central Board of Secondary Education, 10th

Christ Church Girls Senior Secondary School. • Jabalpur, Madhya Pradesh • 2013

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## SKILLS

**Design Tools** - Figma, Adobe XD, Sketch, Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Jira, Miro, Trello, HotJar, Optimal Workshop, Marvel.

**UX and Product Design Skills** - User Research, Wireframing, Prototyping, Interaction Design, Information Architecture, Customer Journey Mapping, User Persona Development, UX Benchmarking, Usability Testing, Accessibility (WCAG), UX Writing, Visual Design, Responsive Design, Mobile App Design, Website Design, Design Systems, Style Guides, Typography, Moodboards, Concept Development, Design Thinking, Product Strategy, Product Management, Data Analysis, Branding, Agile & Lean Methodologies, AI-Enhanced Design Workflows (leveraging AI to improve efficiency, accelerate ideation, and speed up iterations)

**Professional Skills** - Empathy, Problem-Solving, Critical Thinking, Creativity, Attention to Detail, Adaptability, Collaboration, Communication, Teamwork, Time Management, Planning & Organization, Curiosity, Open-Mindedness, Punctuality.

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