

Aashna Shrestha

Product & UI/UX Design · SaaS & E-Commerce · Research-Led, Systems-Minded

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Product designer who joined an early-stage AI SaaS startup as its first designer and built the practice from nothing: the research, the component library and the end-to-end journeys. I work from evidence, test what I design, and build systems that keep an interface consistent as a product grows. MSc in Management of Business IT (Distinction), with a background in business analysis that shows in how I handle requirements, stakeholders and data.

EXPERIENCE

Product Designer (UI/UX, Contract) | ThriveAlive.Ai Jul 2025 – Present

Early-stage startup building an AI coaching platform: text and voice AI mentor, progress tracking and subscription access. Joined as the first designer.

- Designed the product from scratch: onboarding, account setup, AI mentor chat in text and voice, dashboard, subscription checkout and progress tracking, across web and mobile.
- Established the first research practice at the company, running 8 moderated usability sessions against the staging build, 10 user surveys and benchmarking against 4 competitor products; narrowed the findings to the 3 issues blocking completion and retested with 5 new participants, all 5 of whom moved through without the hesitation seen in the first round.
- Built the Figma component library the product runs on: reusable components, type and colour styles and interaction patterns, giving engineers a single reference and keeping the interface consistent across two distinct audiences instead of two separate builds.
- Ran the delivery side day to day, translating founder priorities into scoped work, writing and managing the Jira backlog, keeping developers unblocked through handoff, and QA-ing builds against the designs before release.

UX/UI Designer (Internship, Contract) | Eton Institute Nov 2024 – Jan 2025

Language and cultural training provider serving learners across multiple languages and regions.

- Restructured information architecture across multilingual user journeys and delivered high-fidelity Figma prototypes, lifting task success rate by 30% and improving satisfaction, validated through structured usability testing.
- Ran usability tests, interviews, persona development and journey mapping across multiple language audiences, surfacing accessibility and navigation barriers that had been invisible to a team designing in English.

Junior Business Analyst | AAI IT Solutions, Nepal Feb 2022 – Jun 2023

IT services company delivering software for business clients.

- Analysed user interaction data to surface behavioural trends that shaped product features, presenting findings and recommendations to senior management and improving process efficiency by 20%.

SELECTED PROJECT

Multilingual B2B E-Commerce Platform (MSc Dissertation) | University of Greenwich 2023 – 2024

- Identified an underserved market through primary research and defined the concept: a multilingual e-commerce platform for Nepalese SMEs with inventory management and bulk ordering.
- Led discovery interviews and heuristic evaluations, then ran five rounds of usability testing to resolve trust and checkout barriers, delivering user flows and high-fidelity prototypes across multiple cycles.

SKILLS

Design: Figma (component libraries, design systems, prototypes, dev handoff), End-to-End Product Design, Wireframing, Interactive Prototyping (Low to High Fidelity), User Journeys & Flows, Information Architecture, Visual Hierarchy & Consistency, Responsive & Mobile-First, WCAG 2.1 Accessibility

Research & Validation: Moderated Usability Testing, User Interviews, Survey Design & Analysis, Heuristic Evaluation, Competitor Benchmarking, Journey Mapping, Google Analytics, Iterating on Internal & Customer Feedback

Tools & Ways of Working: Figma, Adobe Creative Suite, AI-assisted design tools (Claude, ChatGPT, Gemini), Jira, Miro, Notion, HTML/CSS (basic) and front-end constraints, Agile workflows, cross-functional collaboration with product managers and engineers, remote and distributed teamwork

EDUCATION & CERTIFICATIONS

MSc Management of Business IT (Distinction) | University of Greenwich, UK 2023 – 2024

Bachelor in Engineering (GPA 3.98 / 4.0) | National Chin-Yi University of Technology, Taiwan 2017 – 2021

Interaction Design Foundation (IxDF): UX Beginner's Guide & AI for Designers, both Distinction (Top 10%) · Agile Scrum for Absolute Beginners, Udemy

EARLIER EXPERIENCE

Teaching Assistant | Kido Education, London (Mar – Dec 2024) · English Teacher | Jian Sheng, Taiwan (Jun 2020 – Jan 2022).

Built a STEM curriculum that lifted engagement and retention by 20%.