

ASTHA SETHI

PRODUCT DESIGNER

New York, NY
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Empathetic, compassionate, and purpose-driven UX Designer on a mission to create engaging, playful experiences that empower users and foster connection. Skilled in prototyping, storytelling, and applying strategic life-centered design processes to deliver tangible impact. Strong advocate for co-creation and enjoy using community engagement as a tool for user research.

EDUCATION

Master of Science

Parsons School of Design
New York, NY

Aug 2022 - May 2024

Strategic Design and Management
(with Departmental Honors)

Bachelor of Design

Symbiosis Institute Of Design
Pune, India

Jun 2013 - Apr 2017

Visual Communication Design
(Spec. UX)

SKILLS

Product Strategy, UX Research,
UI Design, Usability Testing,
Stakeholder Collaboration

Tools: Figma, Adobe Creative Suite,
Sketch, Axure, Procreate

WINS

Secured 2nd place, Rotman Design Challenge 2023: Innovated ecosystem for Sun Life Financial to enhance millennials' insurance intelligence

Served as a Creative Tech Resident at The GIANT Room 2024: Facilitated creative workshops for children to cultivate problem-solving skills

WORK EXPERIENCE

Closegap

New York, NY

Senior Product Designer

May 2024 – Present

- Pioneering UX to create a safe space for K-12 students with quick, playful check-ins for emotional health support; gamified a mental health tool for 300K students in the US
- Launched an educator-friendly interface with real-time dashboards to monitor insights, triage support needs, conduct follow-ups; empowered schools to prioritize SEL

Center for New York City Affairs

New York, NY

UX Designer

Dec 2022 – Apr 2024

- Led UX for InsideSchools, enhancing web and mobile user journeys with multimodal school search, auto-complete, smart filters; simplifying the NYC school hunt for parents
- Revamped the Center's website using research insights from active subscribers, implementing a responsive design system; advanced seamless content navigation

Newfold Digital

Mumbai, India

Senior UX Designer

Sep 2020 – Aug 2022

- Designed user flows for WebPro Panel onboarding, providing guided navigation and spotlighting core features; educated new users in < 30 seconds
- Led UXR vision to refine the design process for Bluehost Maestro; institutionalized research frameworks, UI style guides to define best practices and boost team efficiency

EvolutionCo

Mumbai, India

UX Designer

Jun 2017 – Sep 2020

- Drove design and communication strategy to pivot brand proposition for TATA Projects channeling into B2B markets, instilling a refreshed outlook on 100+ years of legacy and strengthening trust in brand partnerships