Astha Sethi, Product Designer

Mission-driven UX designer with 7 years of experience blending strategy, storytelling, and co-creation to craft impactful future-forward experiences. Creative edge in AR/VR, interaction design, and design systems.

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New York, NY

EXPERIENCE

Closegap, Senior Product Designer — New York, NY | MAY 2024 - PRESENT

Mental health ed-tech start-up helping schools champion students' well-being

- Driving the vision and execution of Closegap's product design, shaping engaging user experiences for 300K Pre K-12 students to track their emotional well-being through playful check-ins
- Led end-to-end design for educator-friendly interface featuring real-time dashboards, empowering schools to monitor student insights and promptly triage support needs

The GIANT Room, UX Researcher — New York, NY | JAN 2023 - PRESENT

Innovation hub of STEM and Arts creative learning experiences for kids

- Collaborated with Sesame Workshop to co-design Readiculous reading game app, playtesting with children to improve phonics learning experience and transforming research insights into actionable design decisions
- Conducted user research with Fred Rogers Productions, facilitating in-depth interviews and focus groups for The Daniel Tiger App for Parents; synthesized critical insights to discover patterns and fuel ideation

Center for NYC Affairs, UX Designer — New York, NY | DEC 2022 - APR 2024

Policy research institute that drives innovation in social policy

- Led UX for InsideSchools, defined long-term strategy and short-term tactics to improve NYC school search experience for parents
- Ideated and designed mockups for Center's website, drawing research insights from subscribers to create responsive interfaces and a user-centered experience

Newfold Digital, Senior UX Designer — Mumbai, India | SEP 2020 - AUG 2022

Web presence solutions provider serving 7 million customers globally

- Designed user flows to simplify WebPro Panel onboarding experience, translating complex actions into intuitive designs to educate new users in <30 sec
- Partnered with leadership and cross-functional teams to eliminate UX dark patterns in BigRock's add-on purchase flow, leading to 20% increase in conversion rates

EvolutionCo, UX Designer — Mumbai, India | JUN 2017 - SEP 2020

Customer experience design studio and digital marketing agency

- Mentored and led a team of 4 to build WeConnect from 0 to 1, prototyped lean proof of concepts to gamify workspace collaboration, boosting employee satisfaction by 47%
- Drove design and communication strategy to pivot brand proposition for TATA Projects channeling into B2B markets

EDUCATION

Parsons School of Design, MS
Strategic Design and Management (with Departmental Honors)
2022 - 2024

Symbiosis Institute of Design, B.Des
Visual Communication Design (Spec. UX)
2013 - 2017

SKILLS

Product Strategy
User Research
Prototyping
Interaction Design
Design Systems
AR / VR
Data Visualisation
Stakeholder Collaboration

DESIGN TOOLS

Figma
Adobe Creative Suite
Sketch & Principle
Procreate

FRONT-END LANGUAGES

HTML, CSS & JS

WINS

Museums Without Walls 2024
Piloted immersive museum experience initiatives

Rotman Design Challenge 2023
Secured 2nd place