

Asya Ivanov

UX/UI Designer

Location: BC, Canada

Email: asya.ivanov4120@gmail.com

LinkedIn: www.linkedin.com/in/asyaivanov

Portfolio: portfolio.asyahammond.com

Multidisciplinary UX/UI designer with deep expertise in product design, design systems, and end-to-end customer journey optimization. Proven track record of translating business objectives into accessible, high-performing experiences across e-commerce, SaaS, and data platforms. Experienced leading design teams and operating as a solo UX practitioner in fast-moving organizations.

Experience

UX Designer

Universal Yums - Remote Contract

MARCH 2025 - PRESENT

- Built the company's first design system from scratch — color tokens, typography scale, spacing system, and full component library — adopted across web and email channels.
- Conducted a comprehensive UX audit of the customer journey using Hotjar session recordings and user surveys; identified and prioritized key friction points and drop-off areas.
- Redesigned the evergreen homepage, three holiday campaign landing pages, and the email template infrastructure, improving brand consistency and mobile-first responsiveness.
- Developed a strategic UX roadmap — including cart and upsell flow, quiz redesign, and revised information architecture — approved by stakeholders and queued for development.
- Introduced WCAG AA accessibility standards, responsive layout best practices, and structured design-to-development handoff processes across the team.

Sr. Product Designer

Apptopia Inc. - Full Time Remote

MAY 2022 - JANUARY 2024

- Defined information architecture and critical user paths for a customer-facing analytics platform and an internal report-generation tool.
- Produced end-to-end design deliverables — user flows, wireframes, high-fidelity screens, and interactive prototypes — for stakeholder review and developer handoff.
- Designed new product features and improvements grounded in user research and business requirements.

- Contributed to and evolved the existing design system, improving accessibility and component consistency across the product.

Lead Product Designer

Outlier AI - Full Time Remote

OCTOBER 2021 - MAY 2022

- Restructured the core product information architecture to improve navigation clarity and task completion.
- Created and implemented Outlier's first design system, establishing shared visual and component standards for the product team.
- Led design of new features and iterative improvements across the platform.

Sr. Product / Visual Designer

Mojio Inc. - Full Time in Campbell, CA

DECEMBER 2018 - AUGUST 2020

- Designed, prototyped and tested new feature screens and interactions for Android & iOS mobile app for T-Mobile SyncUp Drive - Mojio's core flagship product.
- Designed a mobile app for Force by Mojio: brand new product for microfleet management.

Art Director / Creative Team Lead

Quotient Technology Inc. - Full Time in Mountain View, CA

OCTOBER 2014 - FEBRUARY 2018

- Designed, prototyped, and tested new features and interactions for T-Mobile SyncUp Drive (Android & iOS) — Mojio's flagship consumer product.
- Led UX and visual design for Force by Mojio, a new mobile app for microfleet management, from initial concept through production-ready screens.

Lead Visual Designer

Quotient Technology Inc. - Full Time in Mountain View, CA

AUGUST 2012 - OCTOBER 2014

- Managed a cross-functional team of eight: six designers at varying levels, a project manager, and a content creator.
- Established design processes and quality standards that improved team throughput and output consistency.
- Led structured rounds of design review, maintaining brand quality and alignment across all deliverables.
- Mentored designers to raise their craft and take on increasingly complex projects.

- Reported team strategy, progress, and creative direction to VP of Marketing.

Education

BA in Graphic Design

Academy of Art University - San Francisco, CA