Martha Asselin

Product Designer

Boulder, CO | marthaasselin@gmail.com | 509-420-6922 | marthaasselin.com | LinkedIn

Summary

- Product Designer with **4+ years** of UX/product design experience and 6+ years across product design and project leadership, delivering end-to-end digital experiences across SaaS, healthcare, e-commerce, and mission-driven organizations, from early-stage concepts through launch and optimization.
- Proven track record of measurable impact, including a 13% increase in customer retention and 15-point NPS lift, a 55% increase in healthcare consultations, and member satisfaction improving from 45% to 80%.
- Experienced in AI-enabled product design and UX evaluation, using Claude, Claude Code, and Figma AI to support research, design exploration, iteration, and documentation, alongside structured evaluation of AI-generated work.

Technical Skills: Figma, Claude Code, Design Systems, Information Architecture, User Flows, Prototyping, UX Research, A/B Testing, WCAG Accessibility, Journey Mapping, Competitive Analysis

Professional Experience

Consciens| Remote
Product Designer (UX/UI) **2026 – Present**
AI technology company developing knowledge management and AI integration solutions that help businesses connect internal knowledge, workflows, and data to AI tools.

- Designed an AI-assisted project dashboard for an early-stage AI startup, integrating Slack, Google Drive, email, and meeting transcripts; adopted as the template for all client dashboards.
- Provided UX support for an AI SaaS product, auditing Cerino app for usability and accessibility and delivering readability improvements that resolved flagged issues before beta launch.
- Coordinated data, BI, and engineering contractors across concurrent workstreams, leading weekly standups and maintaining a project tracker to support on-time delivery.

Martha Asselin Design | Remote
Product Designer **2023 – Present**
Independent practice serving early-stage AI SaaS, health tech, and personal brand clients across the product and design lifecycle.

- Designed core interaction flows and 21 production-ready screens for a women's health wearable platform, taking it from concept to launch-ready design with no existing design foundation.

- Restructured the information architecture, user flows, and UX copy for a healthcare practice website, increasing consultations by 55% through a simpler intake experience.
- Led UX and project management for a personal brand website rebrand, coordinating a brand strategist, copywriter, and content strategist; website usage grew 43%.
- Used Claude, Claude Code, and Figma AI for research, design exploration, variants, and documentation to accelerate iteration across client work.

Mangala Shri Bhuti | Boulder, CO

Product Designer **2023 – 2026**

Project Manager **2021 – 2023**

Buddhist educational nonprofit organization serving a national membership base through educational programs, events, and member services.

- Led a full-cycle membership portal redesign, conducting member research and delivering information architecture, wireframes, and high-fidelity Figma prototypes that increased member satisfaction from 45% to 80%
- Managed design scope, timelines, and stakeholder communication across design and content workstreams, maintaining product consistency through multiple revision cycles
- Designed and improved member-facing registration and digital experiences supporting multi-week events and retreat programs serving 50+ attendees per program

Green Chef | Boulder, CO

UI/UX Designer **2019 – 2020**

Direct-to-consumer meal kit e-commerce company serving 100,000+ subscribers at time of employment.

- Identified churn points through user research and redesigned onboarding and subscription management flows, contributing to a 13% retention increase and 15-point NPS lift across revenue-critical customer journeys
- Built a scalable design system with reusable components and developer specifications, improving design-to-engineering handoff efficiency by 20% and reducing implementation back-and-forth before QA
- Established research protocols that increased the use of customer evidence in product decisions and reduced assumption-driven design changes
- Reviewed implemented UI against design specifications before engineering pickup, identifying interaction and visual gaps early and maintaining consistency across the product

Areas of Excellence

Zero-to-one product design • Design systems & component libraries • UX research & evidence-based iteration • Information architecture • Design-to-engineering handoff • AI-augmented design workflows • Cross-functional stakeholder alignment

Education

General Assembly — UX Design Certificate, Denver, CO

Western Washington University — Bachelor of Arts in Psychology, Bellingham, WA