

# Martha Asselin

## Senior Product Designer

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### Summary

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- **Product Designer with 6+ years of experience** delivering end-to-end UX across SaaS, healthcare, e-commerce, and mission-driven organizations, from early-stage concepts to launched and optimized digital experiences.
- **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.
- **Combines strong design execution with project leadership**, aligning cross-functional teams, managing roadmaps and timelines, improving workflows, and translating user needs and business goals into clear, actionable solutions.

**Technical Skills:** Figma, Figma Make, Figma MCP, Claude, Claude Code, Design Systems, Information Architecture, User Flows, Wireframing & Prototyping, User Research & Usability Testing, A/B Testing, Accessibility (WCAG), Journey Mapping, Competitive Analysis,

### Professional Experience

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#### Freelance Practice | Boulder, CO

##### Product Designer

2023 – Present

*Independent practice serving early-stage AI SaaS, health tech, and personal brand clients across the product and design lifecycle.*

- Provide UX support for an AI SaaS product, reviewing it for usability and accessibility and working with the founder, designer and developer on readability fixes.
- Run project management for an early-stage AI startup: weekly service standup, a client project tracker, and coordination across data, BI and engineering contractors on a \$12,500/month client retainer.
- Designed core interaction flows and delivered 21 production-ready high-fidelity screens for Ourself Health, a women's health wearable platform, taking the product from zero-to-one concept to launch-ready design without an existing design foundation
- Restructured information architecture, rebuilt user flows, and rewrote UX copy for a healthcare practice website, increasing client consultations by 55% through a lower-friction intake experience
- Led UX and project management for a personal brand website rebrand, coordinating a brand strategist, copywriter, and content strategist and contributing to a 43% increase in website usage

- Defined product roadmaps, project phases, and tracking systems for an early-stage AI SaaS company, keeping design and development workstreams aligned as priorities and timelines shifted
- Applied Claude, Claude Code, and Figma AI to research, design exploration, variant development, and documentation workflows to accelerate iteration across client engagements

## **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%
- Translated first-party survey data into an information architecture overhaul and secured alignment across content and leadership stakeholders to move the redesign from initial skepticism to approval
- 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**

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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**

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**General Assembly** — UX Design Certificate, Denver, CO  
**Western Washington University** — Bachelor of Arts - Psychology