

# aslan law

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## EXPERIENCE

2021-current

### **Afresh Senior Product Designer**

I led research initiatives, identified design opportunities, and ran cross-functional design sprints for the Inventory experience on both iPad and barcode scanning teams.

In late 2023, my team led the initiative in delivering key stakeholder requirements including validating inventory results, increasing inventory accuracy and decreasing time to take inventory. The success of this initiative resulted in a direct **partnership with Albertsons Companies**.

2019-2021

### **Glassdoor Product Designer**

Led customer conversations and facilitated internal design sprints with stakeholders across various teams to explore new product ventures. Took two product concepts to user testing with a resulting NPS score of 80 and 100.

As the product owner for Employer Profiles, I improved various existing experiences that resulted in a direct increase in adoption and usage by paying employers.

2016-2019

### **Visier User Experience Designer**

Responsibilities include outlining and delivering design vision for the Administration product while prioritizing features based on factors including customer requests, usability improvements and business requirements.

I identified an opportunity to simplify the security configuration as well as revamped the information architecture to help communicate Visier's complicated data model to our customers. Key results include a significant increase in administration usage and renewed trust in our security model.

I'm a strategic thinker, and user-centric designer from Canada - previously SF, now in NY.

#### **Connect with me**

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## SKILLS

#### **Product design**

strategy, cross-functional partnership, communication, product concepts, user experience, interaction design, prototyping, user research & testing

#### **Tools**

Figma, Sketch, Adobe Suite, CSS, HTML, Javascript

2015-2016

**Visier Junior UX Designer**

Worked closely with a senior designer and contributed to many features for the flagship product Workforce Analytics. I also contributed to the conceptualization and design of the core infrastructure, analysis & chart navigation and layout plus many other key features on the new product Talent Acquisition.

2013-2014

**Muprime Technology UX/UI & Web Design**

Wore multiple hats, including design for mobile, web apps and social media. Notable contribution include designing, coding and launching their product website by self-learning PHP, HTML, and CSS.

**EDUCATION**

**B.A Media Arts & Design**

Simon Fraser University

**Intro to Web Development**

Lighthouse Labs