

# Ashna Damani

Product Designer | Boston, MA

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## SUMMARY

Product designer with 2+ years building AI-driven consumer products end-to-end across mobile, web, and code-based prototypes, and an MBA in Design Strategy from CCA. Co-founder of SOVA (circular fashion venture) and Sorta (AI home organization app); ex-X Moonshot Factory (Alphabet). Daily Claude, Cursor, Lovable, and Figma Make user with 6+ years of visual storytelling craft preceding the design transition.

## SKILLS

**Design:** UI/UX Design, Visual Design, Interaction Design, Design Systems, Component Libraries, Prototyping, Information Architecture, Responsive Design, Accessibility Design

**Strategy & Research:** Product Strategy, GTM Strategy, Business Model Innovation, Market Sizing (TAM/SAM/SOM), Competitive Analysis, User Interviews, Usability Testing, A/B Testing, HEART Framework, Experiment Analysis

**Tools:** Figma (Prototyping, Components, Auto Layout), FigJam, Claude, Claude Code, Cursor, Lovable, Figma Make, Google Stitch, Vibe Coding, HTML/CSS, Adobe Creative Suite, Jira, Confluence

## EXPERIENCE

### **Product Designer, Co-Founder** Jan 2026 – May 2026

SOVA, CCA DMBA Capstone Project, San Francisco, CA

- 0-to-1 co-founded SOVA, a circular fashion venture upcycling 342M yards/yr of discarded hotel sheets into luxury bags; CCA Impact Awards finalist
- 35-survey A/B drove a strategic pivot from quilts to bags with 70% preference and 55.9% bedding hygiene concern
- Vibe-coded the live waitlist site in Claude Code, deployed on GitHub Pages with 100% organic traffic: 59% session engagement and 22% return-visitor rate in 4 weeks
- \$950K 3-year revenue plan with 69% gross margin, 4.3x LTV:CAC, and \$575K capital raise toward Year 3 break-even

### **Product Designer** Feb 2026 – April 2026

X Moonshot Factory (Alphabet), San Francisco, CA

- 5-screen practitioner dashboard and patient app designed for a health-tech wearable client project with Alphabet's X, translating sensor data into AI-assisted clinical workflows
- 15 healthcare interviews drove a B2B-to-B2C pivot, reducing friction ~60% across 5 iterations with a 9/10 usability rating
- Pitched to 4 X Moonshot leaders, earning endorsement to advance to clinical validation; CCA Impact Awards finalist

### **Product & Brand Lead, Co-Founder** Jan 2025 – May 2026

Sorta ([letsorta.ai](https://letsorta.ai)), San Francisco, CA

- 0-to-1 product and brand for an AI-powered consumer app, shipping onboarding, gamification, and the SortaBot conversational AI
- 15 usability tests with 80% positive rating; HEART framework guided retention and engagement priorities
- 50+ user beta waitlist built through founder-led testing and brand activation on Reddit, TikTok, and Instagram

### **AI Product Designer** Jan 2026 – May 2026

AURA, Academic Project, San Francisco, CA

- 30 screens designed end-to-end in Figma for an AI-powered skin-aware wardrobe app serving 35M users
- 5 AI features shipped under 9 AI UX Principles, including the only AI chat assistant across 11 competitors; 9/10 usability across 4 iterations
- 35 survey responses (78% rate) revealed ~50% of users were unaware clothing triggers skin reactions, driving a value-prop pivot

### **Brand & Product Strategist** Sept 2024 – Nov 2024

New Power Industry (E-Lite Mug), San Francisco, CA

- Market research and brand strategy delivered for an XPrize-winning founder, sizing an 18.5% sustainable drinkware opportunity in a \$4B premium market and modeling a 50% brand visibility lift across D2C and B2B channels

### **Fashion Stylist** Sept 2016 – Jan 2022

Zoom TV Entertainment, Mumbai, India

- 100+ looks curated across 50+ episodes for 4 nationally broadcast shows reaching 10M+ viewers, managing brand partnerships with Myntra, Forever 21, Nike, and Westside

## EDUCATION

**MBA in Design Strategy (DMBA)** | California College of the Arts, San Francisco, CA | **May 2026** · CCA Global Grant Awardee, Bernard Osher Foundation Scholarship, All Honors DMBA

**Bachelor of Commerce (BCom)** | University of Mumbai, Mumbai, India | **April 2016**

**Diploma in Fashion & Textile Design** | MSBTE, Mumbai, India | **April 2016**

**Certifications:** User Experience Design (Google, Coursera) | Digital Marketing (Google, Meta)