

ASHWINI DIXIT

Innovative product designer with a track record of leading 0→1 and large-scale experiences across consumer and enterprise products. My expertise lies in translating complex systems into intuitive web & mobile experiences that drive business impact, usability and adoption.

Known for shaping product strategy through customer insight, rapid experimentation and cross-functional leadership, I thrive in both leadership and hands-on roles. An empathetic mentor & advocate for user-first design, I am passionate about building high-performing design cultures through strong communication, systems thinking & user-centered innovation.

SR PRODUCT DESIGNER II | DigitalOcean

Jan 2026 - Apr 2026 | Palo Alto, CA

Led end-to-end design vision for AI-powered observability platform, defining new interaction models that helped developers understand & diagnose with intelligent monitoring, diagnostics and AI-assisted insights.

- Designed a 0→1 observability experience that transformed complex cloud infrastructure signals into understandable, actionable workflows.
- Translated customer research into product direction through rapid prototyping, AI-assisted exploration and iterative validation.
- Influenced roadmap and product decisions by balancing user needs with engineering constraints, AI model behavior, latency and usability.
- Partnered closely with product and engineering to establish scalable experience patterns across complex technical workflows using AI tools like Figma MCP, Cursor, Codex etc.

STAFF UX DESIGNER | VMWare by Broadcom

Sep 2023 - July 2025 | Palo Alto, CA

Led cross-product design strategy for VMware Tanzu, unifying fragmented B2B workflows into a cohesive platform experience while helping shape long-term product direction.

- Increased Data Services Marketplace adoption by 10% through redesign of the enterprise marketplace experience within the Tanzu cloud platform.
- Shaped product strategy and platform direction through customer research, stakeholder collaboration and iterative design thinking, advocating for both external users and internal teams.
- Influenced design excellence at scale by contributing to the design system, establishing UX best practices, and mentoring designers across the organization.
- Mentored fellow designers helping them with design critique & ideation, actively contributing to the team's growth and scalability.

SR UX DESIGNER | Amazon

Sep 2020 - July 2023 | Seattle, WA

Led UX strategy for AI/ML-powered fraud and risk investigation experiences, transforming complex signals and machine-learning recommendations into understandable decision-making workflows.

- Operated in a start-up like environment as new team to launch new AI/ML based Fraud Management product
- Reduced fraud investigation time by 45% by leading design of a global AI-powered fraud detection and risk-analysis platform.
- Defined product vision & experience strategy in partnership with business, product, AI/ML & data science teams, translating complex insights into intuitive workflows.
- Drove customer-centered decision making through deep user research, personas and journey mapping across fraud investigators, internal stakeholders and external customers.



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EXPERTISE & TOOLS

Interaction/Visual Design · UX Strategy · Design Leadership · UX Research · Prototyping · Data Visualization · AI/ML Design · Design System & Tools · Collaboration · Mentoring & UX Training · Process Improvements

Figma · Cursor · Codex · Lovable · AI-assisted design & prototyping tools

AWARDS

- Design patent pending
- Amazon Employee Award
- eBay Top Talent Award
- StubHub Hack-a-Thon – 1st & 2nd Prize
- StubHub Spot Awards – Initiative UX Lead

EDUCATION

M.S. [Industrial & Mgmt Sc Engg]

Major - Human Computer Interaction
Uni. of Nebraska - Lincoln

CUA [Certified Usability Analyst]

Human Factors Intl.

Design Leadership

CooperU Design, San Francisco, CA

Visual Design

General Assembly, San Francisco, CA

UX MANAGER / DESIGNER | StubHub

Jun 2012 - May 2020 | San Francisco, CA

Led product and design strategy across StubHub's global marketplace, delivering measurable business growth while building and mentoring a high-performing design team.

- Defined & launched a new seller Point of Sale platform that managed 76% of seller inventory within its first quarter.
- Led design for NFL & MLB partnership experiences, increasing buyer conversion 1%, reducing support contacts 9%.
- Improved mobile checkout conversion 9% and desktop conversion 2.5% through customer-centered redesign and experimentation.
- Led UX strategy across interconnected buyer, seller, marketplace and strategic-partnership journeys serving millions of customers & identifying new product opportunities.
- Led user research and journey map for sellers and evangelized insights throughout the organization to build empathy.
- Led design process with experimentation framework & key player to develop global design standards.
- Built and mentored a high-performing design team, contributing to hiring, design quality, collaboration and team development.



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