

ASHLEY ALEXSIUS DSOUZA

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Summary: Senior UX Lead and Strategist with 10+ years of experience shaping design direction across healthcare, banking, tech, and social impact. Skilled at setting the vision, guiding research, and making informed design decisions that balance user needs with business goals. Experienced in uncovering actionable insights, defining product roadmaps, and steering teams to ship solutions that thrive in the real world.

Experience

Goa

Jun'25-Present

SPOELT (*A members-only demand commerce platform*)

Head of Design

- Led end-to-end product design from zero to launch, partnering closely with the founder to define vision, positioning, and core platform experience for a members-only demand commerce model.
- Conducted deep market and behavioural research across emerging ecommerce and demand-driven commerce trends to shape product strategy, differentiation, and long-term growth direction.
- Designed intuitive user journeys and high-conversion app flows tailored to younger, intent-driven buyers, aligning discovery, demand expression, and purchase experiences into a cohesive system.

May'22-May'25

SCREENROOT (*Design consultancy serving national BFSI, healthcare & education clients*)

Lead UX Design Consultant

- Led **user research initiatives** across **education, banking, and healthcare** projects for national clients — **ICICI Bank, YES Bank, Tata Capital, Medanta** — to uncover user needs & pain points
- Planned & conducted **design sprints** using **Google's methodology**, integrating user insights for rapid & validated problem-solving across **10+ product streams**
- Facilitated **workshops & cross-functional collaboration** to align stakeholders on user goals and translate research findings into actionable design strategies
- Synthesized research data into **high-fidelity deliverables & documentation** (journey maps, personas, usability reports) to guide product decisions & ensure project success

Dec'21-May'22

ASIA INNOVATION KNOWLEDGE CENTER (AIKA) (*Pan-Asia social-impact & innovation platform*)

Design Consultant

- Directed **design & development** of AIKA website and **campaign pages** to establish a cohesive digital presence
- Developed impactful **investor & pitch decks** aligned with AIKA's mission through collaboration with stakeholders
- Provided **strategic branding advice** for AIKA and portfolio companies, creating consistent and purpose-driven visual identities

Remote

Dec'16-Dec'21

HEXCODERZ (*Independent design studio focused on healthcare & early-stage startups*)

Founder & Lead UX Designer

- Ran an **independent design studio** that primarily worked with **healthcare and early-stage startups** across India
- Led a **diverse team of 8–10** in design and web development, gaining extensive **management & delivery experience**
- Closed the studio in 2022 post-COVID, pivoting to **design consulting** for enterprise clients

Goa

Jun'14-Aug'16

GOOGLE DEVELOPER GROUP

Community Manager

- Established **coding communities** across **college campuses in Goa**, creating a pipeline of active student developers
- Organized **10+ community-led events & hackathons** with industry mentors and partner colleges
- Promoted **AI, ML & digital tools** for students and educators, reaching over **700 learners**

Goa

Education

2016-2019

PADRE CONCEICAO COLLEGE OF ENGINEERING

Bachelor of Engineering in Computer Engineering

- **Led teams & won hackathons** in college, demonstrating **strong problem-solving** with innovative designs
- Founded a startup in **year two**; recognized as **Goa's youngest entrepreneur** while pursuing the degree

Verna, Goa

2013-2016

AGNEL POLYTECHNIC

Diploma in Computer Engineering

- Gained foundational knowledge in **coding & software engineering**
- Organized **Google Developer Community** events on campus, promoting **coding for all**

Verna, Goa

2013	REGINA MUNDI HIGH SCHOOL Secondary School Certificate	Chicalim, Goa
	<ul style="list-style-type: none"> Recognized for strong stage presence & public speaking, capable at engaging and managing crowds with ease 	
Teaching	UX/UI DESIGN — WORKSHOP LEADER	Goa / Remote
2017-Present	<ul style="list-style-type: none"> Led workshops on UX/UI design; curated content and educated 1000+ students across colleges and bootcamps 	
2018-2020	DIARY OF A YOUNG ENTREPRENEUR — SPEAKER	Goa
	<ul style="list-style-type: none"> Conducted 10+ sessions citywide, sharing insights as a young entrepreneur on successes and challenges 	
2019-2021	WEB DESIGN BOOTCAMP FOR BEGINNERS — WORKSHOP LEADER	Goa
	<ul style="list-style-type: none"> Led workshops teaching web design basics in 10 days; curated content and educated 500+ students 	
Achievements	RECOGNITIONS & AWARDS	India
2014-2024	<ul style="list-style-type: none"> Youngest entrepreneur in Goa at the age of 17 Two-time hackathon winner at the national level Certified in Sustainability and Corporate ESG — Reliance Foundation 	
Skills	CORE COMPETENCIES	
	<ul style="list-style-type: none"> User Research & Insight Gathering • Design Strategy • Leadership & Guidance • Collaborative Teamwork Human-Centered UI/UX Design • Clear, Effective Communication • Creative Problem-Solving & Critical Thinking Web Development (proficient with vibe coding / no-code tools) 	