

# Daniella Asapokhai

[daniellaa00@gmail.com](mailto:daniellaa00@gmail.com)

[daniella.asapokhai.com](http://daniella.asapokhai.com)

DIGITAL PRODUCT DESIGNER | NEW YORK, NY

---

## EXPERIENCE **Publicis Sapient** **2021 – Present**

*Senior Experience Designer (2025–Present)*

*Associate Experience Designer (2022–2025)*

*Junior Experience Designer (2021–2022)*

- Execute large-scale modernization efforts across transportation, retail, and telecom by designing core interaction patterns and systems in collaboration with product and engineering

### **Transportation and aviation agency**

- Drive UX and visual design for a comprehensive re-platforming initiative, building a scalable, multi-brand design system and 25+ custom AEM components for the websites of four international and regional airports
- Lead design of an AI-assisted conversational experience and an interactive planning tool that equip travelers with real-time data, wayfinding, and efficient support
- Partner with cross-functional leads to define requirements and translate concepts into technically feasible solutions, maintaining stakeholder alignment and design integrity through rapid development cycles

### **Pilot Company**

- Redesigned a parking reservation experience for customers and internal teams, developing reusable patterns and streamlined features across both platforms to reduce the volume and duration of customer service calls
- Shaped transaction flows and loyalty program touchpoints across app and kiosk interfaces, balancing consistency with consideration for different user types
- Led an ADA-compliance initiative for kiosks across 400+ stores, defining accessible navigation patterns and UI enhancements for assistive device users

### **Fortune 50 telecommunications company**

- Designed 20+ conversational flows for a unified digital assistant and established documentation and accessibility annotation frameworks to deliver 90+ total flows and new design system components

## **Freelance** **2025 – Present**

*Brand Designer*

- Create foundational brand elements, including logos and style guides, while guiding early-stage organizations to define their identity and visual direction
- 

## EDUCATION **Northwestern University** **2021**

B.A. in Communication Studies

Computer Science minor, Segal Design Certificate

Honors: *magna cum laude*, Posse Foundation scholar

---

**SKILLS + TOOLS** **Design:** interaction design • visual design • prototyping • design systems • accessibility (WCAG) **Strategy:** storytelling • concept development • usability testing • engineering partnership **Technical:** Figma • Adobe CC (Photoshop, Illustrator) • Cursor AI • HTML • CSS • JavaScript **Side quests:** tap dancing • DJing