Daniella Asapokhai

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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

The Port Authority of NY & NJ

- As one of two core designers, built a multi-brand design system and 20+ custom AEM components to redesign four airport websites, folding in five standalone terminal sites. The new sites held up through World Cup and TSA-shortage traffic spikes and averaged 24% more monthly visits year over year
- Led design of the airport journey planner, from developing the concept and AI-assisted prototypes through implementation, QA, and launch on the JFK, Newark, and LaGuardia sites
- Partnered with content design, engineering, and client stakeholders to define requirements, and co-created a component guide for future maintenance

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

Verizon

- 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) • Claude Code • Cursor • HTML • CSS
Side quests: tap dancing • DJing