ASHER DAMLA

Digital Designer — UI/UX, Web Design & Visual Communication

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PROFESSIONAL SUMMARY

Digital designer specialising in websites, UI/UX and visual communication. Designs in Figma from research and information architecture through to high-fidelity UI, then delivers working sites either by building them independently in Wix or by writing specifications for AI-assisted implementation in Astro with Claude Code, reviewing and refining implementation iterations. Recent work includes the full redesign, build and ongoing maintenance of a Canadian professional association's website, and a residential website in development for a Bengaluru developer.

PROFESSIONAL EXPERIENCE

Web Designer | Email Marketing — Association of Filipino Canadian Accountants BC (AFCA-BC) · Remote

May 2024 – Present · Full-time website redesign (Jun–Jul 2024); part-time maintenance and email marketing since

- Led the website redesign through stakeholder consultation and content review, identifying navigation problems and content gaps
- Restructured the information architecture and navigation to improve access to member, event and membership information
- Developed and refined high-fidelity designs in Figma through feedback sessions with board members
- Independently implemented the redesign in Wix, translating the approved designs into the live website
- Continue to maintain the website's content and layout as the association's needs evolve
- Design and distribute member newsletters and event campaigns using Wix's native email marketing tools

Web Designer (Freelance, Part-time) — Damden Properties · Bengaluru

Sep 2026 – Present · Grama Villas residential website · In development, not yet launched

- Lead the website's design: information architecture, page structure and high-fidelity responsive UI
- Defined the visual direction and design system, including type pairing, reusable page patterns and colour tokens checked against WCAG contrast requirements
- Designed the enquiry and site-visit booking path, including a sticky header, a mobile action bar and a clear call-to-action hierarchy
- Write implementation specifications and direct AI-assisted development in Astro using Claude Code; review each build and direct revisions
- Maintain a claim-verification register so that only verified, client-approved statements appear on the site

UI Design Intern — Common · Remote, Part-time

Apr 2024 – Dec 2024

- Interviewed users to understand what prevented attendees from connecting after online events
- Developed and prototyped an interest-tagging feature concept to help attendees find relevant connections
- Designed user flows, modular components, and high-fidelity dashboard and profile interfaces in Figma with the design team

LEADERSHIP & CREATIVE EXPERIENCE

SFU Kendo Club, Simon Fraser University — Volunteer · Burnaby, BC
Jan 2022 – Oct 2025

President (2022–2023)

- Led the club and coordinated practices, events and member communications

Volunteer designer and community contributor (2023 – Oct 2025)

- Designed the club's logo, jacket, apparel and merchandise, and ongoing social-media posters and posts
- Photographed club activities and produced promotional videos in DaVinci Resolve and CapCut
- Created the club's Discord community and managed its Instagram account
- Recruited prospective members at club events and introduced newcomers to Kendo

SELECTED PROJECTS

SFU Kendo Club Website — Commissioned by the club, 2026 · Preview build under revision. Designing the site structure and UI and directing AI-assisted implementation, with revisions guided by written member feedback.

Blenz Coffee — Course project (team), Summer 2022. Took part in the team's user research and usability walkthroughs, collected questionnaire data, and updated the team's Figma prototype to reflect agreed design changes.

FlightBook — Course project with Abbotsford Flying Club, Spring 2022. Discovery research, member journey mapping and an interactive ProtoPie prototype.

Juggle — Course project (team, SFU IAT 334), Spring 2022. Designed the dashboard and to-do interfaces, including the task-completion animation.

SKILLS & TOOLS

Design: UI design, UX design, web design, information architecture, user flows, wireframing, prototyping, responsive design, design systems, accessibility (WCAG colour contrast), visual communication, brand identity, digital illustration

Research: user and stakeholder interviews, usability testing, heuristic evaluation, questionnaires, journey mapping

Design & creative tools: Figma, ProtoPie, Adobe Photoshop, Illustrator, InDesign, After Effects, Krita, DaVinci Resolve, CapCut

Web: Wix (design, build and maintenance), basic HTML/CSS editing

AI-assisted workflow: implementation from design specifications (Claude Code, Astro) · design exploration (Figma AI, ChatGPT) · video generation (Kling)

Collaboration: Asana

EDUCATION

Bachelor of Science in Interactive Arts and Technology, Concentration: Design
Simon Fraser University, Canada · 2023