

Yasmin Alesia

Lead Product Designer

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📍 Orlando, Florida | Open to remote

EDUCATION

DePaul University

MA, New Media Studies (Human-Centered Design), 2016

Columbia College Chicago

BFA, Advertising Art Direction, 2012

SKILLS

Focused on

Product strategy and vision, UI, interaction and visual design, systems thinking, user research, usability testing, accessibility (ADA/WCAG), journey mapping, service blueprints, design systems, AI-assisted prototyping and research synthesis, cross-functional leadership, mentoring

Tools

Figma, FigJam, Claude AI, Condens, Jira, Canva, Adobe Creative Suite (Photoshop, Illustrator)

Design lead with 10 years shaping consumer and B2B commerce products at ACV Auctions, Walgreens and MAX Digital. I lead across three ACV product teams, set product direction across complex multi-team workflows and raise the bar for the designers around me.

EXPERIENCE

ACV Auctions — Lead Product Designer (Senior to Lead)

Oct 2021 – Present | Digital wholesale marketplace for car dealers

- Shaped the vision and led design for ClearCar, turning an acquired widget into a dealer lead platform: \$5M in sales and 200 to 1,000+ subscribers in year one.
- Built ClearCar's research practice: set the protocols, ran four rounds of interviews with 5+ dealerships alongside my PM, and turned the findings into the roadmap.
- Defined the information architecture and end-to-end flows for DigiCast on the ACV Auctions marketplace, grounded in in-person research with the team, then built a working prototype with Claude Code.
- Became ACV's go-to UX partner across three product teams, now shaping the checkout and ordering site and the carrier loadboard app.
- Apply ADA/WCAG accessibility practices (contrast, touch targets, form errors) across ACV's products.
- Mentored designers from junior to senior, growing their craft, careers and partnership with product and engineering.

Walgreens — Sr. UX Designer (Contract)

May 2021 – Oct 2021 | National pharmacy and retail chain

- Led UX for the Walgreens mobile app's shop and checkout experience.
- Defined the end-to-end UX for On My Way curbside pickup when it became a COVID-era priority.
- Drove alignment across four teams on a single service flow without formal authority, partnering with a service designer on the blueprint.

MAX Digital — Sr. Product Designer

Oct 2019 – Jan 2021 | Retail inventory software for car dealers, now ACV Max

- Led concept design for the Next Gen B2B product, from ideation to beta.
- Redesigned Max Mobile, now ACV Max, as part of the product design team.

Rand McNally — UI/UX Product Designer

May 2016 – Apr 2019 · Navigation and connected-vehicle products for truckers

- Led UX/UI and launch for three connected products: the OverDryve truck tablet, Dash Cam apps for iOS and Android and a wireless backup camera.
- Partnered with stakeholders from concept to launch, iterating designs across hardware and mobile.