

Nicholas Asher

Senior Product Designer

AI-native workflows · execution-focused · implementation-aware

B2C & B2B · AI Products · SaaS · Gaming · Esports · Fintech

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Location: Cape Town, South Africa / Stockholm, Sweden

Timezone: UTC+2 (flexible overlap with EU & US teams)

Work Experience

Founder & Product Designer - Zombify (zombify.ai)

Remote - 09/2025 - Current

- Built and shipped an AI-powered UX analysis product 0-1, from concept to live end-to-end implementation.
- Implemented the end-to-end workflow: image upload, OCR, vision-capable LLM analysis, output parsing/validation, persistence, and a results UI that delivers actionable feedback.
- Designed and implemented core product flows including guest upload, signup/verification, tiered access (Guest to Free to Pro) and shareable links with privacy controls.

Product Design Consultant - Firststab (firststab.co)

Remote - 09/2024 - 08/2025

- Delivered UX and UI improvements across high-traffic consumer products in gaming environments involving crypto and digital game asset mechanics.
- Collaborated with PMs and in-house design teams to refine core experiences and maintain cross-platform consistency.
- Contributed to and extended 2 design systems to support faster shipping and consistency at scale.
- Built and shipped multiple Framer websites end-to-end for client marketing and launch needs.

Product Designer (Founding) - Leetify (leetify.com)

Stockholm, Sweden (Remote) - 04/2021 - 09/2024

- Owned UX and UI across core product surfaces as the founding designer; grew Leetify from bootstrapped startup to 1M+ users, impacting MAU and MRR.
- Shipped new features and iterated existing experiences end-to-end, balancing user needs, business goals, and build constraints.

- Ran discovery and feedback loops (interviews, surveys, user testing, Mixpanel, GA, Hotjar) and turned insights into shipped improvements.
- Built and scaled the design system and workflows to improve consistency and speed as the team grew.
- Owned UX and UI for Starcaller, a Counter Strike 2 analytics tool used by professional teams.
- Supported hiring, onboarding, and mentoring designers.
- Contributed beyond product design through renown.gg branding, investor/partner decks, and marketing visuals for YouTube and social.

User Experience Designer - DigiOutsource

Cape Town, South Africa - 02/2018 - 04/2021

- Designed an end-to-end blockchain voting venture product and ran in-person user testing to iterate quickly.
- Redesigning iGaming landing pages to improve usability and accessibility across acquisition flows.
- Templated key marketing pages used across multiple brands to improve consistency and speed of delivery.
- Designed in-game features for slot products including banking enhancements and leaderboards, focused on clearer UX and a better player experience.
- Worked closely with users and developers to redesign internal tools including customer support workflows and risk management interfaces.
- Contributed to company-wide design systems and branding work.

UX/UI Designer - Codev Technologies

Cape Town, South Africa - 12/2015 - 02/2018

- Led the redesign of a white-label chat product, helping move it from feature phones to iOS and Android and updating the UX for modern smartphone use.
- Designed branded chat app experiences for multiple clients, supporting different visual identities and feature variations.
- Built mobile prototypes for sales meetings to align stakeholders on scope and UX before development.
- Designed and built web experiences including e-commerce stores and a hockey league site with a dashboard for managing league content and updates.

Web Designer & Online Marketing Consultant

Cape Town, South Africa - 03/2015 - 12/2015

- Designed and launched websites for small businesses, improving online presence and lead generation.
- Updated brand identities and marketing assets to create more consistent, credible customer-facing presentation.
- Worked directly with business owners to scope requirements, iterate quickly, and deliver end-to-end.

Graphic & UI Designer

Cape Town, South Africa - 05/2011 - 02/2015

- Designed early digital magazine experiences for iPad and Smart TV platforms.
- Produced UI designs for brand portals and client web platforms, balancing usability with strong visual identity.

- Created content and visual assets for gaming websites, supporting ongoing product updates.
- Managed quality control across digital and print deliverables to maintain consistency and production standards.
- Delivered full branding projects and print design for SMEs, from identity through final production assets.

Education

User Experience Design - University of Cape Town

Cape Town, South Africa (Remote) - 2015

Skills

- **Product design:** interaction design, information architecture, complex flows, prototyping, facilitation.
- **Design systems and leadership:** components/tokens, design ops, hiring/interviewing, mentoring.
- **Research and decision-making:** user research/testing, analytics synthesis, competitor analysis.
- **Tools:** Figma, Framer, Adobe Creative Suite, HTML/CSS literacy.
- **AI workflows:** ChatGPT, Claude Code, Cursor; AI image generation/editing tools.
- **Brand and content:** branding, pitch decks, content creation/video editing.