Narsha Njoya

Senior Product Designer | Enterprise Platforms, Operational Tools & Design Systems

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Profile

Senior product designer with 10+ years designing enterprise tools for logistics, airline operations, and financial services. I work inside product and engineering teams and take work from user research through developer handoff and design QA. My strengths are complex workflows, role-based permissions, and design systems. I mentor other designers and build products with AI-assisted development. Available for senior and lead roles, contract or full-time.

Skills and Tools

Product and research: user interviews, contextual inquiry, research synthesis, information architecture, user flows, interactive prototyping, heuristic evaluation

Enterprise UX: role-based permissions, dense data interfaces, complex workflows, responsive web and mobile design

Systems and delivery: design systems, component libraries (including Kendo), developer handoff, design QA

Leadership: designer mentorship and onboarding, design critique, cross-functional collaboration

Tools: Figma, FigJam, Miro, Adobe Creative Cloud, Jira, Confluence, Notion · AI-assisted development: Cursor, Claude, ChatGPT, OpenAI Codex, Next.js, TypeScript, Supabase, Vercel, GitHub

Experience

Embedded senior designer on enterprise product teams, 2022–2026 (contract).

Total Quality Logistics

Senior Product Designer | Contract through NewEra Technology | Jan 2025–Jun 2026

- Led UX strategy and design for global navigation across a multi-application logistics platform. Replaced a legacy ribbon with a vertical menu that gives dense operational screens more room while keeping familiar favorites and role-based access. The direction was approved and presented to developers for scoping. The design was implemented and rolled out to the final Modernized version of the app used by National Sales Teams.
- Shaped the navigation architecture through interviews, contextual inquiry, and shadowing with sales leaders and their assistants. Tested a horizontal-menu iteration with the sales floor before moving to the vertical design.
- Redesigned carrier tracking, vetting, and communications applications used by Logistics Account Executives nationwide. Built role-based views and edit permissions into carrier information cards so each department keeps ownership of its data, and updated the shared component library to match.
- Redesigned after-hours texting workflows through legacy analysis and research with after-hours staff, clarifying how carrier messages and questions reach sales teams. Modernized the Screen Pop on Ring telephony app in Kendo components while preserving familiar workflows, and documented future-state recommendations.
- Took on Carrier Management alongside the Common Components workstream during a staffing transition. Mentored and onboarded an incoming designer so they could own the Carrier workstream independently.
- Partnered with Engineering through technical whiteboard sessions, handoff, and design QA to carry design intent into implementation.

Delta Air Lines

Senior UX Designer / UI Developer | Contract | Jan 2023–Nov 2024

- Designed the desktop and mobile bag lookup for the Permanent Bag Tag pilot. Curbside and check-in agents

get a quick desktop lookup. Below-wing agents get glove-friendly mobile controls and readable screens for variable weather. Search starts from whichever identifier the agent has: bag tag, permanent tag, or SkyMiles number.
- Delivered Figma designs that Engineering built into the employee pilot, deployed in April 2024. Agents reported simpler baggage tracking, and developers found the handoff straightforward.
- Defined user flows and built an interactive Figma prototype for a device-management app covering check-in and check-out, last-known location, usage history, and repairs. The team's submission earned Top 20 Innovation Finalist recognition.
- Modernized cargo flight-monitoring screens, improving information hierarchy so arrivals, departures, freight types, and shipment details are easier to scan.

American Express

Senior UI/UX Designer | Contract | May 2022–Mar 2023

- Led information architecture and UX for the Data Governance intranet homepage and subgroup pages, helping business units find team responsibilities, compliance guidance, and support contacts during a multiyear regulatory compliance initiative.
- Interviewed six to seven subgroup leaders to surface recurring questions and misconceptions, then turned the findings into page structures, actionable content, and direct paths to Slack channels and email contacts.
- Built the redesigned experience in Unily, advised on platform capabilities, and created video training for staff. Redesigned Outlook email templates and presentation materials for the department's first virtual Data Governance Summit.

Curaytor

Graphic Design Lead | Apr 2022–Sep 2022

- Led and coached two designers, built reusable templates to reduce revision cycles, and taught them to separate actionable client feedback from platform limitations.

Createhers

Founder and Product Design Consultant | Sep 2015–Present

- Led discovery, product strategy, design, and implementation for small-mid sized businesses, often uncovering needs beyond the original website request.
- Designed connected customer journeys across websites, editorial content, email acquisition, courses, affiliate commerce, and product launches, and recommended platforms and priorities for each business.
- Directed brand identity and web design across email, social media, learning platforms, and merchandise as clients expanded into new channels. Mattie James monthly course sales increased by 250%.

Earlier experience

Cumulus Media / SweetJack, Account Manager, Aug 2010–Jul 2013. Configured Zoho CRM workflows and built an operations playbook supporting a sales organization of about 200.

Speaking

General Assembly, guest speaker: two presentations on emerging web design trends and transitioning into UX.

Education

Clemson University | BA, Biological Sciences | May 2010 | Minors: Japanese and Philosophy