

Aisha Johnson-Witter

PRODUCT DESIGNER

Product designer delivering meaningful digital experiences. Translates complex problems into clear, scalable solutions that drive usability, impact, and business value. Grounded in UX fundamentals and practising as an AI-native designer.

PORTFOLIO

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PROFESSIONAL EXPERIENCE

Product Designer — Global Design

Dec 2024 – Present

Visa

- **AI Product Strategy:** Leading an AI-enabled product lifecycle pilot to standardise workflows and accelerate concept-to-prototype delivery while maintaining quality and coherence.
- **End-to-End Product Design:** Delivering high-fidelity mobile and web experiences from initial wireframes to final UI, ensuring 100% WCAG accessibility compliance.
- **Design Systems:** Authored the payment component library for Click to Pay (CTP) platforms, presented to 250+ stakeholders to drive cross-regional adoption.
- **Technical Handoff:** Streamlining the implementation process by providing developers with detailed design specifications and ensuring the accurate execution of UI requirements.
- **Automation & Efficiency:** Upskilled 30+ colleagues in practical AI applications, increasing departmental efficiency and supporting data-driven design decisions.

UX Design — Innovation

Oct 2022 – 2024

Visa

- **High-Scale Impact (Paris 2024):** Led accessibility for the Visa Go app, which achieved a peak ranking of #1 Free App on the French App Store with over 100K+ downloads.
- **Product Thinking:** Directed concept discovery and design research through rapid prototyping, produced personas and journey maps to define and validate problem spaces in ambiguous environments.
- **Commercial Strategy:** Authored design packages for RFP proposals and concept pitches, directly contributing to successful new business wins.

SKILLS

Visual Design
UX Process
Vibe Coding
Interaction Design
User Research
Prototyping
Accessibility (WCAG 2.1)
Collaboration
Communication
Adaptability
Continuous Learning

TOOLS

Figma
Claude AI
Replit
Figma Make

EDUCATION

BSc Professional Management

University of Roehampton
Oct 2020 – Oct 2024

AI in Business Value

Multiverse
Oct 2025 – Present

- **Customer Insights:** Partnered with stakeholders to translate user research into compelling, future-facing experience concepts and prototypes.
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Business Analyst

Oct 2021 – 2022

Visa

Business Operations: Worked across product, operations, and client-facing teams at Visa, building cross-functional business knowledge and contributing to strategic initiatives before transitioning into a specialist UX design role.