Nati Asher

Senior Director of Product Design | Design Leadership & Product Strategy

Design leader with 15+ years of experience building products, growing teams, and shaping product strategy across global organizations and startups. Currently Senior Director of Product Design at Salesforce, leading teams working on complex enterprise experiences across scheduling, dispatch, asset management, and AI-powered workflows.

Experienced in scaling design teams, developing talent, influencing product direction, and building strong partnerships across product and engineering. I bring a hands-on design background, a strategic mindset, and a strong belief that great design happens when people have the clarity, trust, and ownership to do their best work.

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PROFESSIONAL EXPERIENCE

Senior Director, Product Design at Salesforce, Field Service

February 2024 – present

- Lead design strategy across key Field Service initiatives, including Unified Workforce Scheduling, Dispatch Experience 2.0, Agentic Dispatcher, Asset Management, and Time to Value.
- Partner with product, engineering, and senior leadership to shape product direction, align priorities, and connect design decisions to customer and business needs.
- Championed the Scheduling Console initiative, building leadership support for the opportunity and guiding the design team from early exploration through delivery.
- Lead and develop product designers, fostering a culture of ownership, collaboration, and high-quality execution.
- Drive the exploration and adoption of AI-powered experiences and tools, both within Field Service products and the design process.

Director, Product Design at Salesforce, Field Service

August 2021 – January 2024

- Established and grew the Field Service design team in Israel, contributing to its expansion from 2 to 7 designers across my tenure.
- Built hiring, onboarding, and mentoring practices to support team growth and individual development.
- Expanded the team's ownership of strategic product areas, strengthening its influence across Field Service.
- Established strong cross-functional partnerships and design processes, increasing design's visibility and involvement in product decisions.
- Helped grow the Salesforce Israel UX community, connecting designers across product organizations and strengthening the local design culture.

Product Design Lead at Buildots (Construction Tech Startup)

Jan 2020 – Jul 2021

Senior Product Designer, Technical Lead at WeWork

Mar 2018 – Dec 2019

Senior UX Architect, Team Lead at Citi Bank Innovation Lab

Aug 2015 – Feb 2018

Mobile UX Designer at AVG Technologies (Antivirus)

Jul 2013 – Jul 2015

SELECTED SPEAKING & THOUGHT LEADERSHIP

Active contributor to the design community through public speaking, writing, mentoring, and a podcast exploring the realities of UX management.

Strategies to Speak Business and Elevate UX	WebExpo, May 2024
Salesforce Design Best Practises	CzechDreamin, May 2023
Prioritizing Design in Corporate Environments	UXI Live, May 2023
Behavioral Design Principles	Salesforce Internal, 2022
The Secret Tool to Successful International Products	Startup Designers Webinar, 2020

CORE EXPERTISE

Leadership & Organization
Design leadership, team building and scaling, talent development, mentoring, organizational culture, cross-functional leadership.

Strategy & Product
Product strategy, design strategy, enterprise UX, stakeholder alignment, roadmap development, business-oriented design, complex workflows.

AI & Innovation
AI-powered product experiences, conversational interfaces, AI-assisted design workflows, rapid prototyping, emerging technologies.

Design Foundations
User research, interaction design, information architecture, design systems, usability, behavioral design.

EDUCATION

M.Sc. Social Media and Web Technologies

Linnaeus University, Sweden, 2015 – 2017

B.A Instructional Design

Holon Institute of Technology, Israel, 2009 – 2012

CERTIFICATIONS

Claude Code in Action, Anthropic	2026
Salesforce Certified Strategy Designer	2022
Behavioral Insights, Coglode	2022
Salesforce Certified UX Designer	2021
Design Thinking Workshop Facilitator	2020

TECHNICAL FLUENCY

Figma, Cursor, Claude Code, ChatGPT, Gemini, Miro, Notion, Airtable, Mixpanel, Google Analytics.

LANGUAGES

Spanish, Hebrew, English: Mother tongue level
Portuguese: Working proficiency