

# Ashley Quinn

## Staff Product Designer • Design Lead • UX Strategist

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Product designer with 15+ years of experience turning complex problems into clear, scalable experiences. Passionate about systems thinking, interaction design, and cross-functional strategy: the kind of work that happens at the seams between design, product, and engineering. Equally comfortable shaping direction and executing it, and always looking for smarter ways to do both.

## Highlights

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- Helped define an AI-first product vision at Zip for the supplier team and integrated AI tools into the design process to increase throughput
- Built and shipped Vendr's multimodal notification system across 6 product teams, driving a 19% increase in email click rate and 74% user engagement with new notification settings
- Redesigned Lattice's tent-pole Reviews product from the ground up, increasing Admin CSAT by 22% within two quarters

## Experience

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### Zip June 2024 - Present Group Design Lead, Procurement Products

- Lead design strategy and execution across Zip's core procurement experience, spanning multiple product groups and mentoring designers on the team.
- Launched and grew the Vendor Network from 10k to 30k verified vendors within 6 months
- Lead design for Zip's TPRM initiative, foundational work that contributed directly to TPRM being spun out as its own product area and unlocking TAM expansion into EMEA.
- Operate at a platform level: shaping Zip's AI-first product vision, introducing design practices that strengthen cross-functional collaboration, and expanding design system documentation.

### Vendr Mar 2023 - Jan 2024 Staff Product Designer, Platform

- Joined as Vendr's first Staff Designer; immediately assumed ownership of a stalled design system overhaul, partnering with frontend engineers to ship components to Storybook within the first week.
- Designed the multimodal notification system end-to-end: audited 6 product teams, migrated to Courier, and set standards that let teams own their own notifications. Result: 19% increase in email click rate, 74% of users engaged with new notification settings, 11 redundant templates cut
- Built design practices that stuck: cross-team Jams, quarterly Retros, and a Crit Kit framework that improved critique culture on a fully distributed team.

### Lattice Apr 2021 - Feb 2023 Senior Product Designer, Reviews

- Led the end-to-end redesign of the Reviews Admin experience, the company's highest-value product, driving a 22% increase in Admin CSAT within two quarters.
- Grounded the redesign in extensive research and concept testing, restructuring the information architecture across 11+ pages in partnership with content design.
- Shaped product strategy and roadmaps with a focus on balancing user and business needs, using design to communicate and pressure-test the vision.

## Culture Biosciences Lead Product Designer

Apr 2019 - Nov 2020

- Led UX research and stakeholder mapping for a OX1 biotech platform, identifying the highest-impact opportunities for both scientists and customers.
- Designed a consumer-quality, service-led application that reduced communication errors and manual handoffs for both internal teams and customers.

## Riffyn Lead Product Designer

Jan 2015 - Apr 2019

- Joined as the 3rd hire and first designer; built the design function from zero; hiring, establishing process, implementing the design system, and running all user research.
- Led design for a product enabling digital transformation in biotech and pharma, reducing project delivery time by 25%.

## We Less Than Three Co-founder & Designer

Jan 2009 - Dec 2014

- Co-founded a digital design studio while concurrently completing an MFA in Interaction Design at the School of Visual Arts. Built client relationships and delivered end-to-end digital product work for a broad spectrum of clients and start-ups.

## Core Capabilities

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### Design Systems & Craft

Design systems ownership & strategy  
• Storybook & design-to-dev handoff  
• Prototyping & interaction design

### Strategy & Facilitation

Product strategy & vision framing  
• Workshops & alignment sessions  
• PRD contribution & spec writing

### Research & AI Workflow

User research & concept testing  
• Content strategy & UX writing audits  
• AI-assisted design & research.

## Education & Training

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**Transforming the User Experience through Artificial Intelligence** · Stanford Online · Dec 2023

**MFA, Interaction Design** · School of Visual Arts (SVA) · 2012 - 2014

**BS, Interior Design** · Drexel University · 2002 - 2006