Ashley Basco
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PROFESSIONAL EXPERIENCE

BIASafe Inc.   February 2025 — Present
Product Designer
- Partnered with cross-functional stakeholders to define organizational goals and design the end-to-end MVP for an AI co-pilot feature targeting portfolio managers
- Collaborated with developers to design and implement a scalable, reusable design system
- Applied information visualization techniques to transform complex financial data into user-friendly dashboards, improving comprehension and usability
- Led brand workshops to develop a brand guide and design sales assets in support of a 2M dollar seed funding strategy

Yeti Software Inc.   October 2024 — January 2025
Product Design Contractor
- Led 8 co-design sessions with stakeholders, users, and subject-matter (SMEs) experts, gathering insights on user pain points to drive design decisions
- Spearheaded the design of a robust quote tool and streamlined user flows by creating wireframes, significantly improving efficiency during customers' deal closures
- Migrated design system from Adobe XD to Figma, streamlining collaboration and ensuring compliance with WCAG standards and accessibility best practices

StoreForce Solutions Inc.   May 2023 — April 2024
Product Designer
- Redesigned a legacy application with over 230,000 users and established a new design system, boosting global app ratings from 2.3 to 4.4 stars
- Conducted UX research through customer interviews, stakeholder workshops, and questionnaires to create service blueprints and journey maps
- Created wireframes and high-fidelity prototypes to conduct usability tests and validate designs

Georgian Partners Growth LP   May 2021 — May 2023
Marketing and Communications Associate
- Collaborated with the Product Owner to design a web application for Georgian's pre-investment program, automating the marketing funnel and reducing the Growth Team's workload by 625 hours annually
- Collaborated with the Marketing Team to redesign Georgian's website, ensuring accessibility standards and best design practices were followed
- Led brainstorming workshops with SMEs to generate marketing campaigns, resulting in 3x the engagement on content and 11,000 LinkedIn followers
- Managed newsletters with 2000+ subscribers regarding topics on the latest emerging technology (AI and web3) and scaling software companies

Wilfrid Laurier University   May 2019 — August 2021
Digital Media Coordinator
- Designed and developed a website through WordPress to generate project awareness and an average of 500 daily impressions
- Worked with content management systems to create, manage, and modify content on website
- Utilized strategic marketing tactics to organically increase followers by over 78%
- Used Hubspot to track KPIs and develop performance reports for supervisors

EDUCATION

University of Toronto
Master of Information, User Experience Design
Wilfrid Laurier University

Bachelor of Business Administration

SKILLS & TOOLS

Skills: UX/UI Design, Design Thinking, Design Systems, UX Research, Usability Testing, Wireframing, Prototyping, Information Architecture, Accessibility, Agile Development, Content Management Systems, HTML/CSS
Tools: Figma, Miro, Mural, Jira, Confluence, MS Office, G Suite, Google Analytics, WordPress, Webflow