

ASHLEY GUZA

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SUMMARY

I'm a Senior Product Designer with 10+ years of experience making complex, data-heavy enterprise products feel intuitive to use. My work has centered on B2B SaaS — designing financial dashboards, multi-surface analytics workflows, and operational tools where the users are experts and the stakes are high. I care as much about the strategic problem as the design solution, which means I tend to end up in rooms where roadmap decisions are being made, not just handed down. I've led design across organizations without direct authority, mentored designers, and built design systems that engineering teams actually adopt. I keep one eye on the user and one eye on the business — the work only counts if it moves both. I work best when the problem is genuinely hard and the product actually matters to the people using it.

EXPERIENCE

Senior Product Designer

Cavallo

June 2024 – Present

Acting Head of Design (6-month scope expansion)

- Shipped 32+ features on Cavallo's flagship B2B SaaS platform — work that directly contributed to 100% year-over-year sales growth.
- Designed financial dashboards and ERP analytics workflows that compressed hours of manual analysis into decisions made in minutes — giving operations teams real-time visibility into profitability and margin risk.
- Built and expanded a scalable design system from a component library into a full pattern system with documented usage guidelines, reducing inconsistency across product surfaces and accelerating engineering delivery.
- Designed and launched the company's first AI-powered product experience from scratch: conversational workflows, voice interactions, and predictive UX patterns that reduced manual steps and surfaced the right information before users needed to request it.
- Led rapid experimentation and A/B testing cycles that produced measurable gains in onboarding completion and enterprise customer conversion.
- Served as the primary design voice in roadmap conversations with Product, Engineering, Data Science, and exec leadership — shaping prioritization through research and clear business framing, without direct authority over any of them.
- Mentored and guided design contributors across the organization, setting quality standards and establishing design review processes that improved consistency across the product.

Senior Product Designer

Scope Labs

June 2023 – June 2024

Notable Project: RecruitU · recruitu.com

- Sole designer on Scope Labs' flagship zero-to-one build — a dual-sided recruiting and networking platform connecting students from elite universities (Harvard, Stanford, and others) with top finance and consulting firms. Owned all design and research end-to-end in direct partnership with the founders, launching the full product in 3 months.
 - Raised \$8M in funding post-launch
 - Reached 50K active users
 - Featured in Forbes

- Original designs still in production today — no major revisions
- Redesigned core product interfaces and workflows for a key client, driving a 25% reduction in support tickets within the first quarter post-launch.
- Built scalable design systems and UI standards from the ground up for multiple products, cutting front-end development time by over 15%.
- Ran design thinking workshops and stakeholder alignment sessions that accelerated feature prioritization and helped clients make faster, more confident product decisions.
- Owned the full design lifecycle across every engagement — discovery, research, wireframes, high-fidelity prototypes, engineering handoff, QA, and post-launch iteration.

Freelance Senior Product Designer

Freelance

January 2022 – June 2023

- Worked independently with founders and product teams across fitness, healthcare, fintech, and career tech – design from early concept through launch across web and mobile products.
- Conducted qualitative and quantitative research to uncover user needs, behavioral patterns, and competitive insights that shaped product strategy and design direction.
- Built design systems, UI kits, and brand standards from scratch for multiple clients, giving each product a consistent, scalable visual foundation.
- Partnered closely with engineering on every engagement to ensure design quality held through development and delivery.

UX/UI Designer & User Researcher

Career Quest Learning Centers

May 2016 – September 2021

- Led the Student Experience Project with the COO — a cross-functional initiative spanning discovery, strategy, and full execution that produced an 80% reduction in student complaints and a 45% reduction in faculty administrative workload.
- Designed and launched a website chat feature that cut inquiry response time by 62% and drove measurable improvements in customer satisfaction and lead conversion.
- Recruited by the CEO to independently evaluate external agency effectiveness; delivered findings and recommendations that resulted in a 15% cost reduction.
- Used A/B testing, surveys, and behavioral data to continuously optimize the student-facing digital experience and improve lead generation performance.

Earlier Career

Multi-Store Visual Merchandising Manager, Forever21

2013 – 2016

Director of Marketing & PR, Jocelyn SCBMI

2011 – 2012

SKILLS & TOOLS

Strategy & Leadership

Product Strategy & Roadmap Influence · Cross-Functional Leadership · Design Mentorship · Workshop Facilitation & Design Thinking · Zero-to-One Product Design · Design Judgment & Prioritization · Stakeholder Alignment & Communication

UX & Research

Human-Centered Design · End-to-End Product Design · User Research & Validation · Usability Testing & A/B Testing · Information Architecture · Data Visualization & Dashboard Design · Accessibility (WCAG)

Craft & Execution

High-Fidelity UI Design · Design Systems · Responsive Design · Rapid Prototyping · Engineering Handoff & QA · Motion & Interaction Design

AI & Emerging Tech

AI Product Design (0→1) · Conversational UX & VUI · Predictive UX Patterns · Human-AI Interaction Design · AI Design Systems · AI Interaction Patterns & Feedback Systems · Prompt Design & AI Behaviour Modeling · Designing Predictive & Adaptive Experiences · AI Design Systems & Governance · AI-Assisted Prototyping and Rapid Iteration

Tools

Figma · FigJam · Framer · ProtoPie · Adobe Creative Suite · Maze · Hotjar · Amplitude · Mixpanel · Jira · Notion · Miro · GitHub

AI Tools

Claude · Claude Design · ChatGPT · Midjourney · V0 · Lovable · Figma Make · Granola · Google NotebookLM

EDUCATION

UI/UX Design for AI

Stanford University

Bachelor of Fine Arts

Central Michigan University