

ASHLEY GUZA

Senior Product Designer • Enterprise SaaS • 0→1 Product Development • AI Product Design • Product Strategy

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SUMMARY

Over the past 10+ years, I've helped startups and enterprise teams turn ambiguity into products people genuinely enjoy using by combining product strategy, systems thinking, and thoughtful design craft. Whether leading a product from concept to launch or evolving mature enterprise platforms, I enjoy solving difficult problems, bringing clarity to complex problems, and creating experiences that people genuinely enjoy using.

AREAS OF EXPERTISE

0→1 Product Development • Enterprise SaaS • ERP-Integrated Products • Product Strategy • AI Product Design • Complex Workflow Design • Product Discovery • Systems Thinking • Design Systems • Information Architecture • User Research • Data Visualization • Dashboard Design • Interaction Design • Workshop Facilitation • Accessibility • Rapid Prototyping

EXPERIENCE

Senior Product Designer

Cavallo | June 2024 – Present

Lead product design for the Profit Max Platform, a cloud-based enterprise SaaS product that integrates with distributors' ERP systems to turn complex operational data into prioritized profit opportunities through analytics and AI.

- Led end-to-end product design across **30+ shipped initiatives** that contributed directly to **doubling year-over-year sales** growth by helping shape product direction from early discovery through production while working directly with leadership to define solutions before requirements were fully formed.
- Introduced Cavallo's **first AI-powered experience**, defining how AI behaved across the product through conversation design, trust patterns, voice interactions, and reusable interaction principles.
- Redesigned complex ERP-connected financial analytics workflows into experiences users could understand at a glance by improving information architecture, introducing progressive disclosure, and refining data visualizations that reduced cognitive load without sacrificing analytical depth.
- Created the organization's first AI interaction framework, defining reusable patterns, feedback behaviors, documentation, and UX principles that continue to guide new AI initiatives.
- Expanded the design system into a scalable foundation that improved consistency across multiple products and **reduced feature delivery from 5–6 weeks to 2–3 weeks** by giving engineering reusable patterns and clearer implementation guidance.
- Led customer interviews, concept validation, usability testing, and iterative design across multiple initiatives, ensuring product decisions were grounded in customer evidence rather than assumptions.
- Helped shape roadmap priorities by framing customer problems, evaluating tradeoffs, and balancing business goals, user needs, and technical constraints.
- Established UX standards, interaction principles, documentation, and design critiques that improved product consistency and raised the quality of shipped experiences across the platform.

Senior Product Designer

Scope Labs | June 2023 – June 2024

Owned end-to-end product design across multiple client engagements, partnering directly with founders to transform early concepts into successful products that collectively generated more than **\$12M in funding and revenue**.

Notable Project RecruitU (0→1 Product)

- Served as the sole Product Designer, taking RecruitU from concept to launch in just three months while defining the product strategy, information architecture, and end-to-end user experience for a dual-sided recruiting platform connecting students with top finance and consulting firms.
- Product outcomes:
 - **\$8M in funding**
 - **50,000 active users within three months**
 - **Featured in Forbes**
 - Original product experience remains largely intact today

Additional Client Work

- Designed **eight 0→1 products** that collectively generated more than **\$4M in revenue and funding**.
- Redesigned enterprise workflows that reduced customer support requests by **25%** while making complex workflows easier to understand and complete.
- Built scalable design systems that reduced front-end implementation effort by more than **15%**, improving consistency across growing products.
- Facilitated discovery workshops that aligned founders around customer problems, product priorities, and roadmap decisions before development began.

Senior Product Designer (Freelance)

Numerous | January 2022 – June 2023

Worked with startups and early stage companies across healthcare, fintech, education, fitness, and SaaS to take early ideas and products to market.

- Worked directly with founders to define MVPs, validate ideas with customers, prioritize features, and launch products across web and mobile, including regulated domains where clarity, trust, and auditability shaped every design decision.
- Led discovery, UX strategy, research, interaction design, and visual design across multiple 0→1 initiatives.
- Created design systems, prototypes, and polished interfaces that balanced business goals with thoughtful interaction design and strong visual craft.

UX/UI Designer & User Researcher

Career Quest Learning Centers | May 2016 – September 2021

Helped lead the organization's digital transformation by designing its first online learning platform, expanding access to education nationwide.

- Led one of the organization's largest research initiatives, conducting more than **1,000 student interviews annually** to uncover insights that shaped product decisions.
- Designed and launched the Student Experience Project, reducing student complaints by **80%** while decreasing faculty administrative workload by **45%**.
- Redesigned enrollment experiences that improved customer satisfaction and reduced inquiry response times by **62%**.
- Introduced research-driven decision making that helped leadership prioritize investments based on customer evidence instead of assumptions.

- Evaluated external agency performance for executive leadership, identifying opportunities that reduced organizational costs by **15%**

EARLIER EXPERIENCE

Director of Marketing & PR

Jocelyn SCBMI Luxury Fashion

- Increased website traffic by **85%** and revenue by **20%** through digital marketing, branding, and customer experience improvements.

Multi-Store Visual Merchandising Manager

Forever 21

- Led visual merchandising across multiple retail locations, contributing to an **8% year-over-year revenue increase** through customer-centered retail experiences.

SKILLS

Strategy & Product Leadership

0→1 Product Development • Product Strategy • Product Discovery • Roadmap Influence • Design Judgment • Prioritization • Stakeholder Alignment • Workshop Facilitation

Craft & Design

Interaction Design • Visual Design • Design Systems • Motion Design • Responsive Design • Accessibility • Rapid Prototyping • Design QA • Engineering Handoff

Research & Systems Thinking

Customer Discovery • User Research • Jobs to Be Done • Information Architecture • Journey Mapping • Usability Testing • Data Visualization • Dashboard Design

AI Product Design

Human-AI Interaction • Conversational UX • AI Workflows • AI Interaction Patterns • AI Design Systems • Prompt Design • AI Behavior Modeling • AI-Assisted Prototyping

Tools

Figma • Webflow • FigJam • Framer • ProtoPie • Photoshop • Miro • Jira • Confluence • Maze • Hotjar • Amplitude • Mixpanel • Notion

AI Workflow

Continuing to explore and evolve as new tools are released

Lovable • v0 • Claude Design • Replit • ChatGPT • Claude • NotebookLM • Midjourney • Figma Make • Granola

EDUCATION

UI/UX Design for AI

Stanford University

Bachelor of Fine Arts

Central Michigan University