

Ashley B. Mann

Brooklyn, NY & Remote • 202-255-4107 • hello.awomann@gmail.com
[linkedin.com/in/awomann](https://www.linkedin.com/in/awomann) • github.com/awomann • awomann.com

Professional Profile

Designer with 13 years of experience building consumer and enterprise products across agency and in-house settings. Now expanding expertise into data science and machine learning to shape the next generation of AI-driven tools. Combine deep product intuition, stakeholder leadership, and systems thinking with beginner-level technical capabilities in data science. Proven ability to solve complex problems through curiosity, independent thinking, and cross-functional collaboration. Committed to designing responsibly with accountability, inclusion, and user-centric values.

Core Competencies—

- **Project Development and Execution**—Adept at process optimization and upfront strategic discovery work, including concepting or iterative research and development for net new products or experiences.
- **Agility and Adaptability**—Assume various roles per project needs, even dual roles of product manager and designer in environments where conditions change often.
- **Major Brand Exposure**—Direct contributions to leading client brands, such as Victoria's Secret, Daily Harvest, and Citibank, among others.
- **Planning and Process Optimization**—Collaborate cross-functionally in strategic conversations to lead and solidify scheduling of research and design work across product development lifecycle.
- **Concepting and Iterative Journey**—Research and develop large-scale net new products or experiences with tight integration with product, research, engineering, and data teams.
- **Design Craft**—Ensure high-quality polish, delivering executable design with engineering input through well-organized, well-annotated design files.

Focus Areas and Interests—

- Research, concepting, and vision-setting
- Process optimization
- High cross-functional collaboration
- Systems thinking and design systems
- Mentorship
- Design strategy, planning, and roadmapping
- Data and analytics
- Information architecture

Tools—

- Figma, Sketch, Adobe Suite
- Pen and paper, Whiteboard, Tablet
- Lovable and AI prototyping tools
- Beginner Python
- Webflow, InVision, other as needed
- Asana, Jira, other as needed
- MySQL Workbench and Tableau
- VSCode & Cursor

Work Experience follows

Work Experience

Udacity / Remote
Senior Product Designer

08 / 2024 – 01 / 2026

- Led the end-to-end design strategy for the Udacity Management Platform (UMP), shaping the product direction through customer empathy, business alignment, and product strategy. This included co-creation workshops with Customer Success, AI-assisted ideation using Lovable and Magic Patterns, and foundational qualitative research.
- Defined and articulated a long-term design vision grounded in the Jobs-to-Be-Done framework, translating customer insights into clear problem statements and prioritized initiatives that addressed key workflow inefficiencies.
- Partnered cross-functionally with product, engineering, and data analytics to align roadmaps, establish design priorities, and deliver cohesive admin and learner-facing experiences that balanced immediate delivery with long-term UMP goals.
- Expanded the design system to support complex structured data workflows, introducing scalable patterns for configuration management, data validation, and bulk administrative actions, including AI-powered CSV upload flows.
- Collaborated closely with engineering to implement and evolve design patterns that supported maintainable, flexible, and accessible enterprise interfaces, ensuring consistent design-led planning and execution across teams.

Butterfly Network / New York, NY
Staff Product Designer
Senior Product Designer

10 / 2021 – 07 / 2023

- Led product vertical focused on new markets and novice users, including medical students, medical residents, and new point-of-care ultrasound users. Researched and developed net new products with fast, iterative discovery and design cycles and close collaboration with engineering, research, product, and imaging teams.
- Improved discovery experience of available courses by expanding educational offerings for novice users and medical students through web products integrated with out-of-the-box instructional platforms with clinical input.
- Eased management of courses by assigners to learners through layout, filtering, and enrollment flow.
- Designed net new iOS phone and tablet-guided experiences for novice ultrasound users with integrated AI/deep learning tools and advanced smart features for post-MVP launch—intended to decrease time investment and cognitive load for busy medical practitioners. Partnered closely with FDA and regulatory team to comply with legal mandates.
- Designed content frameworks to support multiple medical exams for body shapes with different complexities and scan behaviors, delivered with scalable product-specific design systems.
- Developed product design summer internship program as hiring manager and on-site mentor for growth and development. Partnered with the recruiting team to craft job description; filtered and interviewed candidates. Intern concluded with portfolio piece and experience shadowing senior practitioners.

Daily Harvest / New York, NY
Senior Product Designer
Product Designer

04 / 2019 – 09 / 2021

- Led product and design strategy for all navigational frameworks, including global, local, and contextual experiences. Concepted all design approaches against independently planned multi-quarter research plan. Roadmapped multiple paths to success with collaboration from the Vice President of Digital Product.

- Led product design work in a highly visible, cross-functional practice area with directors and thought partners from culinary, marketing, lifecycle, and research teams by overseeing and executing multiple projects and providing product design recommendations weekly.
- Led design for content tooling and integration workstream under growth practice area. Created new design system and module library for content subsite in partnership with engineering and provided design guidance to associate-level designer.
- Developed product design summer internship program as hiring manager and on-site mentor for growth and development. Partnered with the recruiting team to craft job description; filtered and interviewed candidates. Intern concluded with portfolio piece and experience shadowing senior practitioners.
- Served as design system product manager by developing roadmap, facilitating collaboration, and implementing new process between product design and engineering using Clubhouse, Figma, and Storybook—achieving a new, more efficient design system organization adopted by team.
- Designated as product design lead on growth, conversion, and acquisition efforts by executing iterative, small tests in partnership with data and strategic finance. Concepted and researched larger tests, leading to large-scale definition projects.

Accenture Interactive / New York, NY
Designer

07 / 2018 – 04 / 2019

- Led design of content site that shifted a well-known life insurance brand to be more human-centered and educational by collaborating with copy and client teams on content strategy vision.
- Concepted storytelling life insurance needs assessment tool that helped customers predict financial needs after retirement.
- Oversaw art direction and designed responsive, modular design system for web.
- Collaborated with front-end developers and offshore teams to deliver componentry for the site via AEM. Worked with other disciplines to plan and prioritize tasks within sprints based on design and development capacity.

Fjord / New York, NY
Designer

07 / 2017 – 07 / 2018

- Facilitated qualitative research interviews to support product and service concepts in international and domestic markets for a sound engineering company.
- Designed and prototyped new concept app for major hotel chain focused on business expansion from hospitality to travel centered around convenience and immediacy. Co-located with the client team to collaborate extensively on progress, vision state, and proof of architecture for integrations.

Critical Mass / New York, NY
Visual Designer / User Experience Designer

03 / 2016 – 03 / 2017

- Designed and governed new pattern library for marketing and servicing sites for well-known financial services institution.
- Supported local and offshore development and product management teams to prioritize, develop, and QA design work.
- Re-architected a servicing site for a financial institution to increase NPS, promote self-service model, and increase traffic on lower-cost channels.

Huge / Brooklyn, NY

03 / 2013 – 03 / 2016

Visual Designer
Senior Production Designer
Production Designer

- Redesigned the Hulu onboarding experience to increase personalization in the watch experience.
- Designed new concept product for Victoria's Secret to help customers view, save, and use discounts and offers during at-home and in-store shopping experiences.
- Designed marketing pages and emails for financial services companies.

General Assembly / New York, NY
Teaching Assistant / Designer in Residence

12 / 2014 – 01 / 2015

- Led educational activities for a class of 30 students new to design and UX concepts.
- Led design tool demonstrations for Photoshop and Sketch for students who needed to progress their work from sketch to a digital format.
- Assisted in lesson planning, design critique, and providing in-class support.

Education

Master of Data Science, University of Pittsburgh, Remote, *starting May 2026*
Applied Generative AI Specialization, Purdue University, Remote, *June 2026*
Bachelor of Arts, Professional Writing, Carnegie Mellon University, Pittsburgh, PA
Graphic Design Program, Parsons The New School of Design, New York, NY
BrainStation Certification, Data Analytics, New York, NY