ASHLEY JEN

Lead Product Designer @ Hewlett Packard   www.ashleyjen.com I ashley04jen@gmail.com I 626.215.5046

6+ years of design experience, with a software & account management background. Built setup & onboarding experience for HP small-to-medium biz from the ground up for 8M+ users. Top Printer for both Home and Office '24 & '25. I am a natural collaborator and intuitive problem solver passionate about crafting thoughtful design solutions. I am an effective leader with a proven record of creating & driving the next generation of products and services in a fast-paced, agile environment.

Education

University of California, San Diego I 2010 – 2014

Experience

HP (Hewlett Packard)

Lead Product Designer I Oct 2020 – Present

- Leads UX design and strategy for multiple print initiatives in enterprise & home markets. Touchpoints include mobile and desktop user interfaces and control panel design.
- Implements strategic initiatives and redesign for setup and onboarding experiences, improving setup satisfaction score by 12% and reducing setup time by ~12 minutes.
- Collaborates with hardware, firmware and software partners on our Back-to-Basics initiative to improve printer offline and connectivity issues, reducing support call volume by 40%.
- Integrating generative and agentic AI experiences into print and connectivity workflows.
- Provides expertise and overall design leadership and perspective to cross-organizational projects & programs.
- Reviews and evaluates designs and project activities for compliance with user experience design and development guidelines and standards; provides tangible feedback to improve product quality.
- Mentors and guides new team members, and provides ongoing leadership to help develop their skills.
- Other responsibilities include creating user personas, task flows, journey maps, wireframes, as well as synthesizing user research, cross-team collaboration with partners and developers, and stakeholder presentations.

Converge

UX Engineer I Sep 2018 - Oct 2020

- Designed, developed and coded changes to the company's core Helix software, transforming the software into a modernized and efficient tool, increasing company usage by 175%, and client usage by 200%.
- Worked with key stakeholders to wireframe and mockup new software features in Figma, and implemented these features with HTML/CSS and JavaScript.

Miva

UX Engineer I May 2017 - Sep 2018

- Designed and collaborated with web design teams to provide UX/UI input on new site builds, and build out custom ecommerce sites and pages from Photoshop and Invision files.
- Lead UX engineer implementing changes to Taylor Swift Official Merchandise, using HTML/CSS, JavaScript, jQuery, PHP, MySQL to create efficient and clean solutions for new product launches.

Sixteenfifty Creative Intelligence

Senior Account Executive I May 2016 - Dec 2016

- Worked closely with digital media & design teams to create strong brand materials for digital, social, & ad print campaigns.
- Planned, scheduled, tracked and managed project timelines, milestones and deliverables for each individual account and created ad strategy.

Everson

Senior Account Executive I June 2014 - May 2016

- Lead sales manager, grew total company revenue by 125% in the first year with a direct and concentrated sales and marketing strategy
- Developed wireframes to improve user experience on the Everson site, and implemented changes on the front end