ASHLEY JEN

Product Designer | ashley04jen@gmail.com | 626.215.5046   www.ashleyjen.com

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   2010-2014

Designlab   2019

Experience

HP

UX/IX Project Design Lead | Oct 2020 - Present

- Leads UX design and strategy for multiple print initiatives and programs in both SMB and home markets
- Implements strategic initiatives and redesign for setup and onboarding experiences, improving setup satisfaction score by 12% and reducing setup time by ~12 minutes
- Worked 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 user experience design leadership and perspective to cross-organizational projects and 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 and task flows, synthesizing user research, cross-team collaboration with partners and developers, and stakeholder presentations

Converge

UX Engineer | 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 | 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 | May 2016 - Dec 2016

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

Everson Brand

Senior Account Executive | 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