



## EXPERIENCE

### Senior Product Designer

Aptiv

Mar 2020 - Current - 10 mos, New York, NY

- Collaborated cross-functionally to lead projects that solved business and user problems including retention, engagement, transparency, friction, product stickiness
- Helped to create a cohesive Aptiv experience from marketing and branding to the in-app UI.
- Helped launch the Aptiv video experience and iterated to encourage user engagement and accountability via community interaction.
- Improved the user experience on projects like user following, reduced friction at sign up and on-boarding, subscription trial transparency, program suggestions, freemium, video workouts, updated workout cards and more!
  - Advocated for UX Design best practices and transparency throughout app
  - A/B testing, iterating, and data-analysis showed increased retention, engagement, and increased dollars per user across many projects I worked on
- Collaborated with product, engineering, and leadership on roadmap planning

### Founding Volunteer - UI Designer

AllClear App

Mar 2020 - Present - 10 mos, New York, NY

- Native iOS & web app UI designs for a non-profit connecting users with COVID-19 testing early on in the pandemic
- Helped to launch the web app in a matter of weeks and iterated on the user experience as feedback was provided from users
- Project written about by [Axios](#) and the [New York Times](#)

### Lead Product Designer

Priori Legal

Sep 2019 - Mar 2020 - 7 mos, New York, NY

- Led user experience improvements and design system creation across a two-sided marketplace platform for lawyers and businesses
- Collaborated with engineering and leadership to unify the product experience, reduce friction in project matching and increase data collection
- Led the marketing site redesign to create a more cohesive, engaging, and simplified experience

### Lead Product Designer

Jibe, an iCIMS company

Feb 2018 - Sep 2019 - 1 year 8 mos, New York, NY

- Led the redesign of Jibe's recruiting cloud product suite
- Established UX and UI systems and patterns for cohesive product experiences
- Created and maintained Jibe's first design system and style guide for faster design and development
- Iterated on enterprise B2B responsive web app platforms across job searching, job matching, customized career sites, hiring transparency portal, apply flows, and crm (candidate relationship management platform)
- Designs helped to influence the acquisition of Jibe by iCIMS and informed the future updated design system and visual language of the entire iCIMS product portfolio.

### Product & Visual Designer, Product Documentation

ShopKeep

June 2015 - Feb 2018 - 2 years 9 mos, Portland, OR & New York, NY

- Worked on B2C and B2B native iOS and web apps, marketing and support site experiences and content production, multi-media content production, and the education portal experience
- Helped solve business and user problems across product on-boarding and education, check-out flows, inventory management, mobile data analytics, first-time user experience

### Freelance Designer

Self-Employed

June 2013 - Present - 7 years 5 mos

- Various side projects from UX/UI, illustration, visual design, web design, apparel design, video production and editing.

## EDUCATION

Portland State University

B.S. Graphic Design

Diploma received

University of Oregon

B.Arch in Architecture

Credits received



## Ashley Branch

Senior Product Designer

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408.805.2983

Seattle, WA / Remote

### Industry Knowledge

Product Design, User Interface, User Experience, User Testing, Interaction Design, Wireframing, Rapid Prototyping, Design Research, Design Thinking Animation, User Research, Video Editing, Web Design Native iOS & Android, Responsive Design, Psychology, Design Systems, Design Strategy

### Tools & Technologies

Figma, Sketch, Framer, Adobe Creative Cloud, InVision, Abstract, Zeplin, Google Analytics, Lottie, Fullstory, Looker, Jira, Adobe XD

### Other Skills

HTML, CSS, jQuery, JavaScript, Swift (currently learning), Business Analytics, Business Strategy, Roadmap Planning, Communication, Leadership, Empathy, Collaboration, Problem Solving, Grit

### Passions & Hobbies

Design, Architecture, Art, Fitness, Reading, Learning, Business, Podcasts, Leadership, User Experience Design, Hiking, Traveling

### Website

[LinkedIn](#)

[www.ashleybranch.me](http://www.ashleybranch.me)