

Ashley Quinn

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Product designer and leader passionate about the full product design cycle, from research and ideation to launch and iteration.

SKILLS (Ever Evolving)

User Experience Design
User Research
Prototyping
Design Thinking
User Interface Design
Product Strategy
Design Critiques
Mentorship
Communication
Creative Direction
Facilitation
Team Building
Agile Methodologies

TOOLS (Always Updating)

Figma
Invision
Adobe CC
Framer
Principle
Abstract
HTML/CSS
Sketch
User Testing
Atlassian Suite
Airtable
Pencil and Paper

EXPERIENCE

Culture Biosciences

Oakland, CA

Lead Product Designer - Contract

April 2019 - Nov 2020

- Designed the customer experience including dashboards, data analysis tools, and customer request and data capture flows
- Conducted user research and created impactful assets including personas, customer journey maps, and product prioritization mapping
- Worked closely with engineering and product to build a holistic user experience
- Initiated and designed the Culture Design System

Riffyn

Oakland, CA

Lead Product Designer

January 2017 - April 2019

- Led UI/UX design vision across the product life cycle
- Established a thriving design culture within the organization
- Implemented design sprints, lunch-and-learns and hands on activities
- Initiated and launched full design system with help of an interdisciplinary team
- Provided a voice for the user during strategy and road map planning
- Contributed to design efforts through a user-centered design process

Product Designer

January 2015 - January 2017

- Implemented generative research practices to discover user needs
- Worked closely with stakeholders to define product strategy
- Prototyped, tested, and validated concepts with user base
- Led design efforts to a successful beta launch
- Delivered UX documentation and high fidelity, pixel perfect designs to communicate requirements to a cross disciplinary team

We Less Than Three

Brooklyn, NY

Co-Founder

June 2009 - June 2014

- Founded Brooklyn-based design studio
- Led the UI/UX design of mobile and web applications for early stage start-ups including ideation, sketching, wireframes, and mock ups
- Managed design studio team and project deadlines
- Created visual design and branding concepts for a variety of customers

EDUCATION

Designer Fund

2019

Business Essentials for Designers

School of Visual Arts

2012-2014

Master of Fine Arts in Interaction Design

Drexel University

2002-2006

Bachelor of Science in Interior Design