Ashley Maguire

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Innovative and accomplished executive with extensive experience in leading design and development of innovative, user-centered digital products and services.

Proven track record of identifying market opportunities, driving product-market fit, and mentoring cross-functional teams to deliver impactful and scalable solutions. Adept at sourcing and evaluating transformative technologies and building high-potential companies aligned with emerging market trends.

Areas of Expertise

- Strategic Vision & Execution
- User-centered Design
- User & Developer Experience
- Data-driven Decision-Making
- Market & Industry Analysis

- Cross-functional Leadership
- Agile Methodologies Execution
- Design Thinking Principles
- SaaS Accessibility/Inclusion
- Technology Evaluation & Sourcing

- Technical Execution
- Engineering Leadership
- Roadmap Creation & Execution
- Remote Collaboration
- Product Lifecycle Management

Relevant Experience

Founder & Chief Executive Officer, Helen's Foundry, Inc., Santa Fe, NM   **2024-Present**

Founded software as a service (SaaS) startup that focuses on helping software startups build user-centric software in a streamlined, efficient, and repeatable way. Created the company's vision, goals, objectives, and strategic plan. Designed and partnered with CTO and co-founder to develop the software platform. Drove product-market fit through rigorous customer feedback loops, usability testing, and iterative design processes. Successfully completed fundraising and Cornell accelerator program for startups.

Director of User Engineering, **Dragos Inc.**, Santa Fe, NM   **2023**

Delivered effective guidance and direction to the extended design and front-end engineering team (merged UX + FE Engineering teams) about day-to-day task assignment and staff hiring. Introduced a Rapid Release program to reduce time to deploy the latest build by 85%. Accountable for output and quality of the user engineering team, conducting 1:1s, providing feedback and coaching, and setting appropriate expectations to ensure team success. Continued to direct long-term user experience vision and strategy. Directed long-term strategy and vision for a user-centric portfolio of cybersecurity tools, aligning product roadmaps with market needs and organizational goals.

Director of User Experience, **Dragos Inc.**, Santa Fe, NM   **2021 – 2023**

Maintained consistent collaboration with human resources regarding development of competency matrix and hiring rubrics for all roles across organization, ensuring consistency and fairness in hiring process (adopted across org, 600 people). Introduced design partner program to gather feedback and make usability improvements while collaborating with critical external users. Accountable for output and performance of the design team, conducting 1:1s, providing feedback and coaching, and setting appropriate expectations to ensure team success. Prepared material for board meetings, including presentations, reports, and financial analysis. Collaborated with internal and external stakeholders to identify growth opportunities and improve adoption of innovative technologies. Prepared market and competitor analysis materials for board-level discussions, influencing key strategic decisions.

Key Contributions:

- Identified market opportunities and implemented design standards that drove increased user adoption and competitive advantage.

- Created user experience and design vision roadmap in alignment with product and organization strategy, as well as prioritized and executed it to ensure successful project completion.

- Ensured completion of projects within agreed timelines by identifying and mitigating project timing and completion risks and minimizing delays.

- Devised and implemented robust strategies to ensure consistency in user experience of complex product portfolio and aligned cross-functional stakeholders for execution of strategies.

- Ensured completion of Design System project within agreed timelines by delivering effective guidance and direction to engineers and designers.

- Demonstrated exceptional leadership and strategic vision within the company while serving as sole director-level owner of key business initiative for FY2023.

Senior User Experience Designer, Dragos, Inc., Albuquerque, NM   **2020 – 2021**

Developed and implemented quarterly objectives and key results (OKRs) and metrics for UX/UI department, ensuring successful execution of departmental goals. Collaborated with product management, c-suite/leadership, and engineering to create user flows, wireframes, and high-fidelity mockups, ensuring alignment of product artifacts with overall company strategy. Ensured consistent and high-quality user experience across organization by establishing overall user experience team expectations, baseline standards, processes, and documentation for organization, ensuring consistency and quality across the user experience team.

Key Contributions:

- Maintained product quality and improved user experience by creating test plans and scripts, conducting testing sessions, and synthesizing results for future iterations.

- Improved product organization and usability by organizing and executing card sort exercises to inform information architecture revisions of existing products.

- Enhanced customer experience and accomplished maximum customer satisfaction by organizing and executing "voice of the customer" workshops to address pain points for customers and front-line sales and support.

- Increased consistency and efficiency in design and development by creating and promoting cross-functional component library for use in UX and engineering teams.

- Standardized and documented interactions, fonts, colors, look and feel, empty states, filter and search, and error handling across multiple product lines.

Senior User Experience Designer, RS21, Albuquerque, NM   **2019 – 2020**

Ensured clear framework for evaluating and improving team performance by creating and implementing key performance indicators (KPIs), staff competency matrix, and evaluation rubric for UX/UI department. Developed and executed company metrics strategy, providing standardized approach for evaluating and measuring company performance.

Key Contributions:

- Coordinated with project management, product management, c-suite/leadership, engineering, and data science to create product strategies and associated roadmaps, ensuring alignment of product strategies with overall company goals.

- Served as UX/product lead on internal SaaS product offering, conducting competitive analysis, initial user segmentation, and market research, ensuring deep understanding of user needs and market trends.

- Ensured that design met end-users' needs by creating user and functional test plans and scripts, ran testing sessions, and synthesizing results for inclusion in future iterations.

- Collaborated with variety of clients, including Sandia National Laboratories, DHS, and NASA on technical user journeys, user research and discovery, wireframe and interface design, and usability testing, meeting client's needs and creating positive end users experience.

User Experience Lead, Descartes Labs, Santa Fe, NM   **2018 – 2019**

Utilized research, psychology, and UX best practices to inform design decisions, resulting in well-informed choices that improve user experience. Established and updated UX goals, design guidelines, best practices, and roadmaps to ensure cohesive design language and approach. Maintained consistent collaboration with engineering to ensure consideration of user segments and interactions with current tools in the design process, leading to more user-friendly product.

Key Contributions:

- Conducted both qualitative and quantitative UX research to identify areas for improvement and evaluated different design directions, resulting in a more effective and efficient design process.
- Assessed user needs by synthesizing customer usage data to identify opportunities and make recommendations for potential design directions.
- Ensured development of consistent and user-friendly product by maintaining style guide and ensuring that product designs followed UX best practices.
- Developed wireframes and interactive mockups to communicate early concepts with leadership that resulted in more efficient design process and clear communication of design ideas.
- Delivered effective guidance and direction to UI team in transitioning to agile practices, resulting in improved efficiency and more effective design process.

Additional Experience:

- ***UI/UX Engineer***, *Weststar Mortgage Company, Albuquerque, NM*
- ***Senior Digital Content Developer***, *Sandia National Laboratories (Contractor), Albuquerque, NM*
- ***Software Engineer***, *NRO / NGA (Contractor), Las Cruces, NM*
- ***Lead Web Engineer***, *Digital Solutions, Las Cruces, NM*
- ***Technical Web Manager***, *Western Technical College, El Paso, TX*
- ***Web Designer***, *New Mexico State University, Las Cruces, NM.*

Education

Master of Business Administration
Cornell University, Ithaca, NY

Relevant coursework: Valuations, New Venture Management, Managing and Leading in Organizations, Business Decision Models, Management Information Systems, Finance, Accounting, Strategy

Master of Science, Human-Computer Interaction
Iowa State University, Ames, IA

Bachelor of Individualized Studies
New Mexico State University, Las Cruces, NM