ASHLEY NEEDHAM

Senior Product Design Leader | Scaling teams & complex platforms

Chattanooga, TN

(678) 939-5966

a.needhamco@gmail.com

LinkedIn Profile
Portfolio Site

EXPERTISE

UX Strategy & Product Vision

Platform Modernization

Design Systems & Ops

Cross-Functional Leadership

Executive Stakeholder Influence

Org Design & Team Development

Data-Informed Decision Making

Accessible Design (WCAG)

Rapid Prototyping & Validation

Generative AI Integration

TOOLS

Figma

Notion

Jira/Confluence

Adobe Suite

Loom

UserTesting

FullStory

PowerBi

Optimal Workshop

Asana

ChatGPT

Anthropic/Claude

Cursor

Lovable.so

VO / Vercel

CAREER SUMMARY

Product design leader operating at director altitude, guiding platform modernization, design systems evolution, and cross-functional alignment across complex, multi-client ecosystems. Experienced in scaling teams, influencing executive stakeholders, and driving measurable operational impact. Known for building resilient design cultures and delivering systems-level transformation across high-visibility programs.

PROFESSIONAL EXPERIENCE

SENIOR UX/PRODUCT DESIGN MANAGER   JUNE 2022 – PRESENT

Asurion, LLC

- Leading UX across Mobility + Home platform initiatives, directly managing 2 designers and influencing 6 contributors across NextGen Portal and Expert Workspace programs supporting 300M+ annual customer interactions.
- Guiding multi-year modernization of core claims and service platforms, aligning Product, Engineering, Legal, Compliance, and client stakeholders across a $2B+ mobility portfolio.
- Building and scaling a collaborative team culture rooted in mentorship, psychological safety, and operational clarity—driving strong engagement and talent growth.
- Driving platform-level design strategy across web, kiosk, and in-store ecosystems used by partners including Verizon, AT&T, and Amazon.
- Scaling design systems, accessibility standards (WCAG), and operational workflows—reducing approval cycles by 50% and accelerating release timelines.
- Integrating generative AI into research, ideation, and prototyping workflows while coaching designers through ambiguity and elevating design maturity.
- Partnering with Product and Engineering leadership to shape roadmap prioritization and platform investment decisions across high-visibility mobility programs.

LEAD/PRINCIPAL UX DESIGNER   SEPTEMBER 2020 – JUNE 2022

Foreground (Formerly ShootProof)

- Led UX iteration and strategy for the ShootProof product suite, guiding a full platform refresh and the creation of a scalable new design system across a B2B2C SaaS ecosystem.
- Conducted user interviews, usability testing, and heuristic analysis to uncover friction points, prioritize roadmap items, and inform design direction.
- Collaborated with engineering and product as part of a cross-functional scrum team, ensuring solutions were both user-centered and technically sound.
- Mentored and upskilled junior UX designers and researchers transitioning from customer support roles, laying a strong foundation in UX tools and best practices.
- Championed UX in a marketing-driven environment, advocating for consistency, usability, and the voice of the customer across the end-to-end journey.
- Onboarded and integrated design talent post-acquisition, aligning teams around shared design principles, tooling, and workflows.

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EDUCATION

CAREERFOUNDRY
UX Designer, UX/UI
2020

GEORGIA STATE
UNIVERSITY
BFA, Graphic Design
2015

PROFESSIONAL EXPERIENCE CONT.

LEAD UX/UI DESIGNER   2020
Monstro LLC

- Led design efforts for a new wealth management platform tailored to ultra-high net worth clients, including dashboard experiences and a suite of custom tools.
- Built the product from the ground up—establishing the brand identity, design system, and user interface strategy across web and mobile.
- Conducted in-depth user research on the financial behaviors and expectations of the hyper-wealthy to inform product strategy and UX decisions.
  - Onboarded and mentored junior designers, providing hands-on coaching in UX fundamentals, stakeholder presentation, and constructive design critique.

SENIOR PRODUCT DESIGNER   2018 - 2020
IG Design Group

- Prepared and finalized production-ready files for paper goods, packaging, novelty items, and seasonal décor sold across major retail brands.
- Led a small team of production designers and coordinated with overseas vendors to manage timelines, quality control, and efficient handoffs.
- Created packaging layouts, dielines, and technical specs to support large-volume manufacturing across diverse product lines.
- Managed color-matching processes and press checks to ensure consistency and quality across international print runs.
- Maintained organized reference systems and internal documentation to support fast paced production workflows and vendor communication.

GRAPHIC DESIGN/PACKAGING DESIGN LEAD   2016 - 2017
Hansgrohe Inc.

- Designed marketing collateral and product packaging to support national campaigns and retail launches across Home Depot, Lowe's, and Wayfair.
- Maintained visual consistency across all customer touchpoints, ensuring alignment with Hansgrohe's premium brand identity.
- Managed and organized the digital asset library to support internal teams, marketing, and retail partners with up-to-date materials.
- Prepared press-ready files and production assets for a wide range of print and packaging formats.
- Created and modified dielines for packaging, collaborating with vendors to ensure accuracy and manufacturability.

GRAPHIC SPECIALIST   2015 - 2016
Benson Integrated Marketing

- Designed marketing collateral and promotional materials for a range of B2B and internal marketing campaigns.
- Prepared assets for press and digital production, ensuring accuracy across print and web formats.
- Managed in-house printing and finishing processes and coordinated the distribution of all materials to internal teams and client accounts.
- Maintained brand standards across projects and contributed to fast-paced creative production workflows.