

Ashley Smith

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EXPERIENCE

Chan Zuckerberg Initiative | Design Manager, Central

August 2019 – Current

Established and expanded the design systems team, formed the accessibility team, and created a Central Design function overseeing both the Brand Experience and Design Systems Teams.

Zoosk | Product Design Manager

September 2018 – August 2019

Enhanced internal design team culture. Redefined UX strategy through audience research and supported the Zoosk storefront refresh.

Marriott Intl. | Sr. Manager Design Systems

October 2016 – September 2018

Spearheaded the integration of 30 distinct brand identities and design systems, leading the creation of Marriott's inaugural design framework.

Interfolio Inc. | Principal Product Designer

November 2015 – October 2016

Led comprehensive product design, including UX research, strategy, rebranding, and visual design at Interfolio. Projects spanned dashboard revamps to an internal messaging platform for academics.

Angie's List | Lead Product Designer

May 2014 – October 2015

Led B2B redesign for dashboards, profiles, and messaging. Directed overhauls for B2C and B2B, including navigation and mobile apps. Developed an inaugural design system for enhanced efficiency.

CRAFT

Product Design
Design Systems
Visual + Interaction Design
User Experience Design
Brand Experience Design

FOCUS

Design Leadership
Design Ops + Strategy
Design Systems
Creative/Art Direction
Brand Identity

CULTURE

Methodical & Detail Oriented
Idealistic, yet pragmatic
Empathetic & Curious
Driven & Motivated
Continuous Learner

EDUCATION

Santa Fe University of Art & Design 2005; Fine & Studio Art

Boston University CDIA 2007;
Graphic & Interactive Design