ASHLEY CUNNINGHAM

805.403.7933
hello@ashcunningham.com

Education

CalArts: California Institute of the Arts
Bachelors of Art | Graphic Design
Graduation: 2008

Santa Barbara City College
Associates of Art | Multi-Media Art
Graduation: 2004

Skills

Figma
Adobe AI/PS/AE / XD

Case Studies

Select case studies available at www.ashcunningham.com
Password: Letmein20

LinkedIn

Equinix

Apple

Looker

Sanford Online Learning Portal

08.22- Current
Director of UX Design | Viasat
Residential Fixed Broadband Services - Global (Remote)

Creative leadership & design team management:
- Coaching all levels of partners in the design and UX process to help created engagement, foster user focused problem solving, partnering with UXR for user testing and to create measurements in order to track success over time and to ensure user and business needs are met and/or exceeded.
- Bringing in key stakeholders for reviews discerning what needs to be done breaking down risk and ambiguity into smaller solvable pieces that can scale up to a north-star vision and the product road-map to get to that ideal future state or MVP.

Direct hire management - overseeing 4 design ICs & 3 design contractors:
- Providing clear a direction to IC designers and engineers via requirements and/or demos.
- Foster continual growth and development opportunities
- Partner with the team members and develop their craft and skill-sets at via a career progression framework.
- Performing 30 min weekly / bi weekly 1:1s and documenting goals, wins, and opportunities for growth by coming up with next steps, opportunities and achievements.

Partnering with Product Management, Engineering, and Commercial leaders to define the product process, engaging in Agile ceremonies, and the UX implementation process
- Build relationships with cross functional peers to define and execute and iterate on the product design process. Specifically with key stakeholders who tend to be solution driven so that we can deliver product based on user problems, appropriately and while effectively on time.
- Educating when and which UXR tools and testing is appropriate.
- Establishing real timelines based on effort over value and desired outcomes.

Building user-centered products and making sure the customer is represented in all phases of development:
- Building strong relationships that are collaborative with partners and evangelizing design capabilities, process and practices.
- Balancing business asks/needs in a timely manner, ensuring were doing just enough research + design and recognizing that more trust and influence we build will be impact-full to the teams and allowing design to have autonomy and time to demonstrate what impact UX can have on a businesses ROI

Leading design teams to both explore, experiment, and iterate on their projects
- Discern when is the right time to utilize a design team members superpowers or SME so that we can create a truly diverse team.
- When to diverge and converge with their team members following a light weight double diamond model of product design.
- Ensuring alignment with partner teams and that designers have the right tools to quickly execute when needed via design systems components and reusable assets or patterns.
- Delegation and support for designers and providing coverage for ICs

Delivery of great customer centric products at all touch-points of the users journey
- Ensuring bar of quality for our design and team procedures
- Driving delight for for customers by providing ass needed and timely services to our customers before they realize they needed it.
- Increasing customer loyalty and building trust with users with a consistently meeting their needs and wants.
- Delivery of mass market consumer product across multiple countries always considering their couture, accessibility, and accommodations.

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Aug 2021 - Aug 2022 Remote - Burlingame, Ca

Head of UX Design | Imply

Managing the design strategy and direction of Druid based SaaS MVP, Polaris.

- Growth experiments and CX projects throughout the customer lifecycle, cross-collaborating stakeholders and investors.
- Help shape and evangelize best practices across the whole organization. by contributing to UX foundations, design system, internal tools, and definition of process
- Hiring manager for two Sr product designers and create a safe culture to share and explore user flows and new product features.

April 1, 2020 - Aug 2021 Remote - San Francisco, Ca

Lead Product Designer, Currency Design System | NerdWallet

- Leading designer for design systems team creating components, workshops, guidance, and pattern libraries.
- Launch Currency marketing and Comms PR, training 30 designers and contractors.

Jan 2018 - Mar 2019 Santa Cruz, Ca

Sr Product Designer, Design System | Looker

- Establish a foundation for design component library in Figma and train team on design patterns.
- Create a series of roadshows to evangelize and create buy in with engineering and business stakeholders
- Train and Shepard pilots embedding components in existing tech stack.

Jan 2015 - Jan 2018 Santa Clara, Ca

Head of Design, Equinix

- Hired and directed a brand new design UX department consisting of 10 design ICs
- Established a CX panel for QA to take the existing legacy products into the a full self service cloud experience.
- Established the look and feel foundations with stakeholders via design sprints and and Pi planning. Established a workshop cadence between designers, PMs, and Engineering
- Launched Equinix SaaS Cloud in 2 years and subsistent mobile native and product enhancements

June 2013 – Feb 2015 Remote- Palo Alto, Ca

Prinicpal Designer | Digication

Responsible for overseeing Digication's mobile Launch for higher learning tools, an ePortfolio platform and college level LMS. Established, style guidleines, prototypes, design components and a design systems for multi platforms (Web, iOS & Android).

June 2009 - June 2013 Cupertino, Ca

Conceptual Lead Designer | iTunes App Store, Apple Inc.

Founding member of the App Store design team; responsible for the creation and ongoing management of content for North American territories and worldwide editorial promotions.

Recruited, trained and lead a team of 4 designers and 1 design contractor.