

# Ashley Hopkins

SENIOR PRODUCT DESIGNER · BROOKLYN, NY



## EXPERIENCE

APR 2022 to  
PRESENT

### Senior Product Designer

**OURA** · REMOTE / NEW YORK, NY

Design experiences that give Oura members insight into the relationship between their daily decisions and impact on their biometrics with tags, personalization & ML, guided audio, & more.

OCT 2020 to  
MAR 2022

### Senior Product Designer II

**INSTACART** · REMOTE / NEW YORK, NY

Partnered directly with senior leadership to vision & redesign the web & app homepage to align with IC's long term strategy. Designed a post-Add to Cart ML experience to help shoppers find complimentary items to their meals and increase basket size. Developed design team's remote work playbook.

SEPT 2017 to  
OCT 2020

### Senior Product Designer

**SPOTIFY** · NEW YORK, NY

Designed the formats and vision for the first podcast ad experience, collaborating across business units for a cohesive, principle-driven experience. Launched a mobile-voice ad feature on iOS and Android to boost engagement. Developed team's design heuristics.

OCT 2016 to  
JUL 2017

### Product Designer

**SOUNDCLOUD** · NEW YORK, NY

Designed & launched SoundCloud's mid-tier service, SoundCloud Go, across all platforms. Lead & shipped design for the offline listening feature to increase conversion & decrease subscriber churn.

APR 2016 to  
AUG 2016

### Product Designer — UX

**PAYPAL** · NEW YORK, NY

Revamped the claim filing process, enhancing the Free Return Shipping feature and minimizing friction. Overhauled and launched the Pay After Delivery service, boosting engagement and comprehension. Led collaboration with international stakeholders to create globally scalable products, catering to diverse customer segments.

DEC 2014 to  
FEB 2016

### Experience Designer

**AMERICAN EXPRESS** · NEW YORK, NY

Designed & launched a money-transfer product in partnership with Walmart & Ria to reduce tax season call volume & make cash more accessible. Designed & launched a EMV chip-card digital product experience with Target.

JUN 2013 to  
DEC 2014

### Junior Product Designer

**THE DAILY BEAST & NEWSWEEK** · NEW YORK, NY

Redesigned The Daily Beast's website, newsletters, & app to drive traffic and circulation. Editorial design for The Daily Beast & Newsweek magazine.

## SKILLS

Interaction & service design, iOS & Android design, Rapid prototyping, Content strategy & UX writing, Working side by side with an engineer, Collaborative & open to critique, User-research strategies (discussion guides, guerrilla testing), Working with remote & international teams, Basic HTML, CSS, & React Native

## TOOLS

Figma, Principle prototyping app, After Effects, Photoshop, Illustrator, InDesign, Cinema 4D

## Featured Press on Shipped Designs

- [The World is Your Cart](#) - Instacart blog
- [Spotify launches voice-enabled ads on mobile devices in a limited US test](#) - TechCrunch
- [Spotify introduces a new ad format for podcasts that puts clickable cards inside shows](#) - TechCrunch
- [Meeting Listeners Where They Are: Designing for Spotify's Audio-Forward User Experience](#) - Spotify blog

## Writing

[Designing in the Face of Uncertainty: A Guide to Managing Ambiguity](#)

## EDUCATION

*Bachelor of Fine Arts in Graphic Design*

**CORCORAN COLLEGE OF ART & DESIGN**

WASHINGTON, DC

## PORTFOLIO & CONTACT

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