

Ashley Auld-Fisher

UX & Product Design Leader

Profile

With over 16 years of experience as a UX designer and leader, I use data-driven customer insights to lead the design strategy, vision, and execution of modern and intuitive consumer-facing product experiences with...

- A proven track record of growing & mentoring design teams.
- A leadership philosophy that values user-centric design practices, extreme ownership, accountability, transparency, and empathy.
- High standards for delivering exceptional quality, craftsmanship, usability, & processes.
- Exceptional communication & storytelling skills to drive decision making and consensus at all levels of influence across the organization.

Employment History

UX Design Manager at Amazon,

April 2022 — present

Led the UX design strategy for Amazon Devices shopping experience on Amazon.com, focusing on value-added services (subscriptions, trade-in). Achieved +25% Trade-in conversion. Led Alexa+ subscription shopping experience, resulting in +2M interest sign-ups in the first month.

Sr. Product Design Manager at WW,

January 2020 — April 2022

Led the product design vision, execution, and iteration using design thinking methodologies for WW's new Digital 360 membership plan. Achieved 70k sign ups within 2 months of launch (485k by March 2022), ~70 NPS for engaged members, and voted "best for building habits" in Good Housekeeping's 2022 Fitness Awards.

Product Design Manager at eBay,

November 2016 — January 2020

Led design strategy, vision, & execution at eBay Classifieds Emerging Markets Group, contributing to 300% growth in the B2C real estate product from 2017-2018, +28% lead ratio, -22% bounce rate, and a seller NPS of 59.

UX Director at Fluid (now Astound),

September 2008 — November 2016

UX leader with deep e-commerce subject matter expertise in driving conversion rates and establishing digital flagship experiences for premium brands; including Levis, Steve Madden, The North Face, Make Up For Ever, Michael's, World Kitchen, Shaklee, Bare Minerals, Oakley, Clorox Brands (Brita, Fresh Step, Pine-Sol), and more...

Details

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Links

Linkedin
Portfolio Website

Education

Bachelor of Fine Art, Rhode Island School of Design, Providence

Graduate with Honors, Cum GPA 3.83