

## PROFESSIONAL EXPERIENCE

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July 2023 – Dec. 2024 **Senior Product Designer / Ziff Davis & Red Ventures – CNET / Fort Mill, SC**

Lead a team of designers, providing mentorship and direction to enhance CNET's site experience and execute branded tentpole events, balancing both user and business priorities / Streamline creative workflows for the product design team, optimizing processes for efficiency and effectiveness across the business / Work closely with directors across creative, product, marketing, editorial, and engineering teams to set clear project goals and drive successful outcomes / Partner with marketing and sales teams on high-profile tentpole events like Editors' Choice, 100 Days of Holiday, and AI Atlas (Ozzie Award Honorable Mention), generating over \$5M in revenue / Spearheaded CNET's Ozzie Award-winning brand expansion, by coordinating efforts across creative, product, and development teams to launch a new homepage and site-wide styles / Design and maintain a comprehensive UI Kit to ensure consistency and scalability across the platform / Leverage UX research insights to refine user experiences and guide site strategy, aligning with user needs and business objectives / Oversee QA processes to ensure seamless experiences prior to launch / Contribute to talent acquisition by interviewing and evaluating potential design hires for CNET and other Red Ventures businesses

Feb. 2022 – July 2023 **Senior Product Designer / Red Ventures – MYMOVE / Fort Mill, SC**

Advanced the MYMOVE brand through modern UI designs, compelling visual assets, and the creation of a scalable design system to ensure consistency / Collaborated with external partners, including the U.S. Postal Service, to optimize UX and UI designs that enabled users to securely update their address / Partnered with cross-functional teams (creative, development, marketing, SEO, and business) to align on strategic objectives and streamline workflows, including file organization and creative-to-development handoffs / Managed projects end-to-end, from stakeholder interviews and wireframes to high-fidelity designs, user testing, development handoffs, and QA approvals / Presented creative strategies and led redesign initiatives for key site elements, including the MYMOVE.com homepage and content hub / Fostered team culture and growth by mentoring junior designers, conducting creative critiques, and interviewing potential talent for Red Ventures businesses

June 2018 – Feb. 2022 **Visual Designer / Red Ventures – MYMOVE, Allconnect / Fort Mill, SC**

Created and optimized revenue-driving products through A/B testing within the Change-of-Address flow / Enhanced editorial page templates and site experiences to strengthen brand trust and meet Google's E-A-T standards / Developed additional revenue streams through email campaigns and direct mailers / Produced high-quality printed materials under tight deadlines for brands like Overstock, Lowe's, Casper, and Bed Bath & Beyond / Supported marketing team with B2B-facing collateral / Defined processes within the creative team

Aug. 2017 – June 2018 **Interactive Designer / Flying Cork / Pittsburgh, PA**

Designed websites, landing pages, and emails for brands like UPMC, Gamma Sports, and Davison Inventing / Developed checkout flows and authenticated user experiences to enhance usability and conversion for Gamma Sports / Maintained and expanded the Flying Cork brand through cohesive marketing materials

May 2016 – July 2017 **Designer / InnerWorkings, InnerOrange – PNC / Pittsburgh, PA**

Conceptualized, designed, and updated B2B and B2C collateral including post cards, white papers, and brochures for PNC / Collaborated with clients daily to discuss new and ongoing projects / Managed project timelines, revisions, and final deliverables for PNC marketing teams / Approved final printed materials to ensure quality and alignment with brand standards

June 2014 – Mar 2016 **Designer / Brunnerworks / Pittsburgh, PA**

Executed brand campaigns across digital and print marketing materials for clients such as GSK, Cub Cadet, Rivers Casino, Highmark, LaRosa's Pizza, and Knouse Foods / Conceptualized and designed new packaging for Top Flite golf balls / Assisted with creating RFP responses to support business development / Finalized design files for production

Aug. 2012 – May 2014 **Graphic Designer / University of Akron / Akron, OH**

Designed and executed university marketing collateral including direct mailers, posters, brochures, and billboards / Finalized design files for production / Attended press checks and approved final materials

## SKILL SETS

Creative Management / Product, Web, and Graphic Design / Figma / Sketch / Invision / Photoshop / Illustrator / InDesign / UX Testing / HTML/CSS knowledge

## EDUCATION

Aug. 2010 – May 2014 **The University of Akron / Myers School of Art / Akron, OH**

Bachelor of Fine Arts: Graphic Design / Minors in Computer Imaging & Business Administration / 3.8 GPA, Summa Cum Laude