# Ashley Wade

With over 14 years of hands-on experience in digital product design, I bring expertise in UX team management, problem discovery, user research, interaction design, systems design, and stakeholder collaboration.


Berlin, Germany
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Behance portfolio
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## EXPERIENCE

### **Delivery Hero,** Berlin

*Design Manager* - JUL 2020 - SEP 2024

Championed the professional development of my domain and team. Shaped the UX process and facilitated collaboration on large projects. Worked closely with product and engineering counterparts to develop design strategy.

*Senior Designer* - JUL 2018 - 2020

Navigating ambiguity through hypothesis driven research and experimentation. Responsibilities included stakeholder management, workshop facilitation, leveraging user insights to explore design variations, creating advanced prototypes, UI design deliverables and QA. Skilled in systems and micro interactions.

*Product Designer* - OCT 2014 - JUL 2018

Creating UX resources and UI designs in a cross functional squad. Worked closely with our PM to understand, ideate and impact our KPIs. Conducted user research and presented design work to stakeholders and colleagues.

### **Photon Infotech,** New York

*Jr UX Designer* - FEB 2011 - JUL 2013

Facilitated on site requirement gathering and design review discussions directly with large clients such as Chase, L'Oreal and EMI Music and communicated feedback and updates to the offshore product and engineering team.

## EDUCATION

### **New York University**— *Bachelor of Fine Arts*

SEP 2005 - DEC 2008

Studied theater and Film Production. Transferable skills in storytelling, public speaking, empathy mapping and team facilitation.

### **Interaction Design Foundation** — *Design League*

PRESENT

Continuing professional studies in AI, Gamification, Team Efficiency and other UX industry topics.

## REFERENCES

Curtis Stanier — *Foundations Tribe Lead at Delivery Hero*

Sara Kalinoski — *Design Director at Delivery Hero*

Enda O'Donoghue — *Snr. Design Manager at Delivery Hero*

## SUPER POWERS

**Continuous learning**

**Design systems**

**Research & discovery**

**Candour & teamwork**

**Mentorship**

**Ownership & accountability**

## SKILLS

**UX Leadership and adaptable design process**

**Problem solution fit**

**Framer, Figma, Miro, Adobe, Claude, Midjourney, Zeroheight, Lyssna, etc.**

**Team building & support**

**Change management**

**Navigating complexity**

**Workshop facilitation**

**AI co piloting**

**Illustration & 2D graphics**

## LANGUAGES

(Experienced working in multilingual teams)

**Native english speaker**

**German (B2 intermediate)**