

ASHLEY SUN

Lead UX Designer ·
Systems Thinker · Emerging
Technology Explorer

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SUMMARY

Lead UX Designer with 8+ years building complex products and 10+ years of systems design. Proven record delivering measurable business impact while continuously exploring emerging technologies and new ways of working.

SKILLS & EXPERTISE

Digital Payments
Brokerage Transfers
SMB Lending
Top-of-Funnel Optimization
Emerging Technology

DESIGN PRACTICE

UX Strategy
Information Architecture
UI/UX Design & Crafting
Prototyping

TOOLS

Figma, Sketch, Adobe Creative Suite, UserTesting, Hotjar, AI-assisted prototyping tools

EXPERIENCE

LEAD UX DESIGNER

Zelle® Early Warning Services · San Francisco · Jul 2024–Now

- Led end-to-end UX strategy and design for investment account transfer UX, expanding Zelle® ecosystem beyond P2P into new financial use cases, unlocking \$192B/yr transaction opportunity.
- Initiated and led strategic UX direction with Zelle® for Small Business, aligning executives, product leaders, and 7 biggest U.S. banks around a shared product vision.
- Onboarded 30 Zelle® network Participants via scalable, compliant P2P UX improvements supporting 150 million+ users.

SENIOR UX DESIGNER

Funding Circle US · San Francisco · Jun 2022–Jun 2024

- Redesigned B2B loan application experience. Increased submission rate by 19.2%, saved operations cost of 2 FTEs by reducing manual follow-up.
- Improved top-of-funnel UX via behavioral analytics and experimentation, raised credit report match rate to 97%, exceeding OKRs.

PRODUCT DESIGNER

Design Consultancy · San Francisco · Sept 2018–Present

- Designed AI-enabled workflows for **InspectMind AI**, a B2B SaaS platform for structural inspections, translating complex domain expertise into intuitive product experiences validated with 100% customer satisfaction.
- Led end-to-end UX design for **Nightingale's** B2C hospitality mobile application, driving 50%+ MVP product adoption.
- Explored emerging technologies with 20 UX designers through AI research testing 100 products, evaluating their impact on product design and creative workflows.

PROJECT DESIGNER & LANDSCAPE ARCHITECT

Perkins&Will et al. · multiple locations in US · Jul 2011–Jun 2022

Managed team of 20+ delivering award-winning projects.
Championed cutting-edge softwares with high user adoption rate.

EDUCATION

Harvard University Graduate School of Design · MLA · 2011

MIT Media Lab · World of Night Product Design Class · 2011

Tsinghua University · Bachelor in Architecture · 2009