



ASHLEE PERRY

ashleecreates.com
ashleeperry@gmail.com
303.913.3595

EXPERIENCE

OPENDOOR

SENIOR PRODUCT DESIGNER • NOV 2018 - JUN 2023 (4.75 yrs)

Directed consumer growth initiatives, boosting both seller acquisition and encouraging sellers to purchase homes through our platform. Led projects to enhance our onboarding funnel, optimize trade-in offerings, and develop re-engagement strategies. Collaborated with the product team to craft goal-aligned roadmaps. Applied wireframing, user research, and prototyping techniques, and worked closely with engineers to ensure seamless development.

UBER

PRODUCT DESIGNER • SEPT 2015 - OCT 2018 (3 yrs)

During the company's formative years, spearheaded rider growth initiatives by enhancing physical-to-digital experience integrations. Successfully designed and rolled out a shared rides feature, resulting in a marked rise in riders opting to walk to their pick-up points.

CMCI PROGRAM (FORMERLY BDW)

GRADUATE STUDENT & STUDENT ASSISTANT • 2014-2015 (1 yr)

In the digital product development program, I contributed to graphic design and managed administrative tasks as a student assistant. The program focused on blending design thinking, technology, and entrepreneurship.

TEAMDAVELOGAN.COM

GRAPHIC DESIGNER • MAY 2012 - AUG 2014 (2.5 yrs)

Responsible for creating both digital and print ads for the businesses featured on the local referral platform. Spearheaded the design and oversaw the printing of an annual resource guide and a quarterly magazine.

EDUCATION

USER CENTERED DESIGN + CREATIVE TECHNOLOGY + ENTREPRENEURSHIP

CMCI AT CU BOULDER • 2014-2015 (FORMERLY BDW)

BACHELOR OF SCIENCE, PSYCHOLOGY

UNIVERSITY OF CENTRAL FLORIDA • GRADUATED 2008

SKILLS & KNOWLEDGE

FIGMA

SKETCH

ADOBE PRODUCTS

SKETCHUP

USER-CENTERED DESIGN

DESIGN THINKING

BUSINESS STRATEGY/GROWTH DESIGN

WIREFRAMES & PROTOTYPES