



Ashley Riehlin
DESIGN

CURRENT

The New York Times, Senior Product Designer

Collaborated with a small team to establish the vision, define a feature set, conduct user research, and launch a brand new product, [Watching](#), into the world.

Suggests new product features while providing strategic design direction from research to execution for various projects while advocating for user-centered design at every touchpoint.

Consults with various groups within the corporate structure to ensure communication is on brand from marketing to integration within the core news experience.

Innovates, when necessary, to ensure design implementation accounts for a complex technical infrastructure.

2014-2016

OkCupid, Product Designer

Established objectives and analyzed data to guide design at the outset of launching a new feature. Identified weaknesses post-launch and iterated based on results.

Utilized best practices and industry standards to develop wireframes that explored multiple UX solutions and accounted for all use cases and platform limitations.

Understood which aspects of visual design affect user behavior and applied that knowledge to execute elegant solutions that improved usability.

Ensured a consistent experience across platforms and features leveraging OkCupid brand standards.

Identified opportunities for product improvement with an understanding of key business objectives.

Wrote clear copy knowing when to embrace our unique, irreverent brand voice & when to keep it simple.

2010-2014

BEAM Interactive, Art Director

EDUCATION

The Creative Circus, Graphic Design

Yale University, BA in American Studies

2009-2010

Modernista!, Interactive Designer

SKILLS

Strategic Design Thinking, Concept Development, Creative Direction, UX/UI and Visual Design, Prototyping, Sketch, HTML/CSS, Photoshop, Illustrator, InDesign, ...and I used to throw a mean curve ball.