

ASHLEY WANG

portfolio: www.ashleywang.work

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<https://www.linkedin.com/in/ashleystwang/>

Education

Carnegie Mellon University

Bachelor of Science in

Human-Computer Interaction

additional major in **Data Science**

minor in **Design**

Parsons School of Design

Summer studies:

Intensive Studies Visual Design

Skills

User Research

Wireframing

Interaction Design

Visual Design

Branding

Usability Testing

Rapid Prototyping

Data Visualization

Tools

Figma

Claude Code

Codex

Adobe CC

Framer

Principle

HTML & CSS

Javascript

Python

R Statistical Computing

Work Experiences

Proofline | Founder

Jan. 2026 - present | Mountain View, CA

Proofline helps top tech talent position their careers for high-stakes moments. Partnering with a top law firm, I designed the service end-to-end with AI built into every layer: sales, intake, and narrative strategy. In 4 months: 100% success rate across 50+ cases, 200+ clients consulted, and a 500+ member community — by one person.

Patreon | Senior Product Designer

Oct. 2023 - Nov. 2025 | New York, NY

Led design of two high-impact growth initiatives at Patreon: Autopilot uses intelligent automation to run campaigns on behalf of creators — I designed for trust, transparency, and control, leading to 3.6M+ signups, 52K+ paid conversions. Gifting, a 0→1 feature letting fans gift memberships, unlocked \$1.7M+ in creator earnings within three months of launch.

OpenSea | Senior Product Designer

Aug. 2022 - Jun. 2023 | New York, NY

Led design of Drops at OpenSea — a self-service tool for creators to launch NFT collections without code. Designed for simplicity on the creator side and confidence on the collector side. \$27M+ in trading volume, 600K+ users, \$25M+ in direct creator earnings.

Spotify | Product Designer

Feb. 2020 - Jul. 2022 | New York, NY

Designed Podcast CTA Cards 0→1 — bringing interactivity to podcast ads for the first time. Built a system spanning 5 surfaces across multiple teams, designing for coherence across contexts and modalities. \$16.4M in booked revenue within 3 months — 34% of Spotify's Streaming Ad Insertion revenue.

BCG Digital Ventures | User Experience Designer

Jul. 2019 - Sep. 2019 | New York, NY

Drove the UX strategy and collaborated with PMs, engineers and business consultants to build an innovative AI driven health-care platform at start-up speed for one of the world's most influential companies.

LinkedIn | User Experience Designer

May. 2018 - Aug. 2018 | Mountain View, CA

Redesigned the LinkedIn Profile to better represent people with client work, impacting 6.5 M service providers. Collaborated closely with PM and engineers to craft experiences across mobile and desktop platforms.