

# ashley zhu

**Senior Product Designer** and **Design Systems Education Lead** with 5+ years of experience building and scaling cross-platform design system. Deep expertise in **advanced Figma**, **component architecture**, and **system strategy**. Recognized for driving system adoption through educational programming and enablement frameworks that support confident, high-quality product development across design and engineering.

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## experience

### Capital One | Senior Product Designer | Global Design System | 2025 – Present

- Defined and led Capital One's first **design system education strategy**, increasing documentation site usage by **226%**, improving **designer confidence by 87%**, and contributing to **98.9% enterprise adoption** within one year.
- **Co-led company-wide Figma training** with Figma Design Advocates, educating **2,500+ cross-functional partners** on advanced prototyping, AI features, and innovating with design system framework and components
- Scaled design system adoption through 21 **live trainings** for 600+ designers and 6 product forums for 950+ **cross-functional partners**, boosting attendance by **136%**
- **Partnered with AI, tooling, and onboarding teams** to shape smarter UX standards and operationalize and educate design across organization
- Enabled advanced design integration by **advising 15+ developer teams** in **migrating 32 key plugins** during enterprise code-a-thons

### Capital One | Associate Product Designer | Enterprise Design System | 2022 – 2025

- Led migration of five design libraries and 600+ tokens to **Figma Variables**, to unlock **dynamic theming** and a **scalable brand refresh** across platforms
- Designed and evolved **16+ native design system components** using advanced Figma features; partnered with engineers on **QA** and authored **documentation** guidance supporting 50+ product teams
- Built and launched a centralized Figma documentation library adopted by **119 teams**, **standardizing UX patterns**, **system architecture**, and **design-tech handoff**
- **Mapped customer journeys** and **end-to-end service blueprint** for Olaiya's Cradle non-profit as pro bono **service designer**, improving service quality for 30+ families facing housing insecurity
- Co-defined information architecture for Capital One's enterprise "Home" experience, translating patterns from **native to web** and leading **usability testing**

### HealthStream | Digital Marketing Designer | 2021

- Partnered with UX and marketing teams to develop 6 data-informed creative campaign strategies using **Google Ad Analytics**, increasing engagement by **20%**

## skills & certifications

- **How to Design for Accessibility: for UX Designers (WCAG) Udemy | Issued 23'**
- Figma
- Adobe Creative Suite
- Google Suite
- User Research
- Web
- iOS/Android
- Jira/Confluence
- Advanced Prototyping
- Motion Design
- Animation
- A/B Testing
- Public speaking
- French (conversational)
- Mandarin Chinese (conversational)

## education

**Washington University in St. Louis | 22'**  
Sam Fox School of Design & Visual Arts  
BA in Communication Design, Dean's List  
Minor in Business of Arts, Olin Business School  
**GPA 3.91 of 4.0, Cum Laude graduate**

## achievements

**Converge Speaker, zeroheight | 25'**  
Selected speaker at a sold-out international design systems conference, presenting original frameworks on design system education as core infrastructure for adoption at scale.

**Design Mountaineer Award, Capital One | 24'**  
Selected as 1 of 3 from all 600 designers at company for design craft excellence, climbing above and beyond, and delivering highest impact.

**My Name is Service, Social Impact Award | 20'**  
Gephardt Institute of Civic Engagement  
Chosen from over 750+ volunteers as exemplary member who "embodies service" and elevates community programs with strong work ethic.

## leadership

**Physical Experience Design Lead | 24–26'**  
**Co-lead** for Capital One's **Experience Design Community** of Practice; organized cross-disciplinary design events for **100+ designers**, shaping craft-focused workshops exploring spatial, cross-disciplinary, and **embodied interaction design**

**Design Development Program Mentor | 23–26'**  
**Mentored early-career** designers through Capital One's program; supported 2 associates and 1 intern with bi-weekly coaching on **craft development**, **UX design**, and career growth

**AIGA Chapter President | 20–22'**  
Led university chapter of American Institute for Graphic Arts, supporting **400+ design students**. Built partnerships with **Adobe** and local design agencies, leading workshops in **design thinking**, prototyping, and creative tools