

ASHLEY THOMPSON

UX & Product Designer | AI-Assisted Product Design

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SUMMARY

UX & Product designer with 5+ years of experience, including 4+ years at Amazon building data-driven discovery and shopping experiences. Skilled in interaction design, motion, user research, and AI-assisted design workflows. Known for translating complex customer insights into elegant, scalable product experiences.

EXPERIENCE

Independent UX & Product Designer, Self-directed

Jan 2026 - Present

- Designed and led an independent product from concept to production, an AI-assisted meal planning platform, using Claude and Lovable for strategy, copywriting, and rapid front-end development, partnering with a developer on engineering implementation

UX Designer II, Amazon

Sept 2024 - Dec 2025

Books Similarities & Recommendations

- Identified that recommendation experiences across Detail Page, Kindle Unlimited, and other Books surfaces used inconsistent definitions of similarity, undermining a consistent customer experience
- Defined a shared taxonomy and translated it into a repeatable decision framework connecting customer intent to placement, pattern, and explanation
- Documented the framework and drove cross-team alignment across Product, Design, and Engineering, shifting recurring planning conversations from component selection to recommendation strategy

Books Quickview

- Led end-to-end design of a new Books Quickview, owning visual, UI, and motion design, with key elements incorporated into the Books design system and alignment from partner teams to adopt the pattern on surfaces such as Author Pages and Your Books
- Launched a feature that drove a 45% increase in Add to List actions month-over-month and a 19% increase in median session time, with reading and buying CTAs seeing uplift of 59%
- Drove a 220% increase in acquisition clicks and a 48% lift in CTR following launch, with results sustaining at 22-25% CTR over 9 months, indicating durable impact on purchase conversion

UX Designer I, Amazon

Jun 2021 - Sept 2024

Books Publisher Merchandising

- Designed new publisher ad experiences on Books genre pages, collaborating with publishers, marketing, and merchandising teams to define visual strategies and address customer pain points
- Created flexible, system-aligned template options for publishers, streamlining their creative input processes
- Redesigned three major merchandising slots; the rotating billboard carousel drove a 200% increase in clicks in the launch month A/B test and a 50% increase in click-through rate year-over-year, outperforming the non-Books category average

Books Detail Page Spacing & Alignment Guidelines

- Developed and documented spacing and alignment guidelines to ensure visual consistency across product detail pages, improving scannability and reducing cognitive load
- Audited UI to identify inconsistencies and partnered with cross-functional teams to establish system-wide alignment standards

EDUCATION

BS in Psychology and Biology, CUNY City College

Aug 2015 - Sept 2019

- Graduated Cum Laude with Honorable Mention; Chemistry Honors Research
- Published thesis in a peer-reviewed journal

UX/UI Design Program, Ironhack

Oct 2020 - Dec 2020

- Completed immersive UX/UI bootcamp; led end-to-end design for Emadri, a travel startup, delivering research, wireframes, and a tested prototype under sprint conditions, later implemented on their website

SKILLS

Design Tools: Figma, Adobe Suite

AI Technologies: Claude, ChatGPT, Midjourney, Lovable

Design Thinking: Sprints, Workshops, Agile Development

UX Research: Interviews, Surveys, Usability Testing, Research Reports

UX + Interaction Design: Information Architecture, User Flows, Wireframing, Prototyping, Systems Design

Data Analysis: Research Synthesis, Metrics Analysis, A/B Testing

PUBLICATION

Thompson & Salame (2020). "Students' Views on Strategic Note-taking and its Impact on Performance, Achievement, and Learning." International Journal of Instruction, 13(2).