ASHLEY THOMPSON

UX & Product Designer | Commerce, Discovery & AI-Assisted Product Design
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SUMMARY

UX & Product designer with 5+ years of experience, including 4+ years at Amazon designing B2C commerce, shopping, and discovery experiences. Skilled in interaction design, motion, user research, conversion optimization, and AI-assisted design workflows. Known for translating complex customer insights into elegant, scalable product experiences.

EXPERIENCE

Amazon — *4.5 years*

UX Designer II — ***Sept 2024 - Dec 2025***
UX Designer I — ***Jul 2022 - Sept 2024***
Junior UX Designer — ***Jun 2021 - Jul 2022***

Amazon.com Product Preview Pages (Quickview): Conversion Optimization & Design System Standardization | *Case Study* 🔗

- Designed a pop-up product preview modal (visual, UI, motion) so customers can evaluate and buy without leaving the page
- Proposed standardizing product previews on Amazon.com web, consolidating versions from several Books teams; now the main Books Quickview, adopted on Author Pages and Your Books, with Detail Page, Kindle, and Search teams aligned
- Grew purchase-intent clicks **220%** in nine months as acquisition CTR rose **48%**, holding at 22-25%
- Drove a **45%** increase in Add to List actions month-over-month and a **19%** increase in median session time

Product Similarities & Recommendations (Amazon Books) | *Case Study* 🔗

- 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 Publisher Merchandising | *Case Study* 🔗

- Designed new publisher merchandising 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

AI PROJECTS

A La Carte Recipes — *Jan 2026 - Present*

- Designed and led an independent product, A La Carte Recipes, an AI-assisted meal planning platform, from concept to production, using Claude and Lovable for rapid prototyping and front-end development

EDUCATION

BS in Psychology and Biology, CUNY City College — ***Aug 2015 - Sept 2019***

- Graduated Cum Laude with Honorable Mention; Chemistry Honors Research; thesis published 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).