

# ASHLEY MURRAY

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## Senior Product Designer & UX Leader

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### SUMMARY

- 7+ years leading high-impact design strategy for a company serving 1M+ customers and 110+ government agencies.
- Experienced player-coach, managing teams while shaping design vision, product direction, and scalable systems across departments.
- Led end-to-end design for 20+ SaaS, mobile, and web products through research, design thinking, and cross-functional collaboration.
- Skilled at aligning design with business outcomes, mentoring teams, and building design maturity within organizations.

### SKILLS & EXPERTISE

- **Leadership & Strategy:** Product strategy, UX leadership, team management, stakeholder management, mentorship, roadmap planning, design vision
- **Design Execution:** Product design, interaction design, prototyping, design systems, info architecture, accessibility
- **Collaboration & Process:** Agile UX, design thinking, user research, journey mapping, cross-functional collaboration
- **Tools:** Figma, Otter.ai, UserTesting, Adobe Suite, Monday, ClickUp, Typeform

### PROFESSIONAL EXPERIENCE

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#### **Kalkomey Enterprises, LLC**

**Dallas, TX**

*Kalkomey Enterprises is a company that specializes in providing educational and safety solutions for outdoor recreation. With 200+ employees, it serves nearly 1 million customers and over 110 government agencies across North America.*

#### **UX DESIGN MANAGER**

**Apr 2023 - Aug 2024**

- Built and led the UX department; managed 2 designers while shaping product strategy, design systems, process, and cross-functional collaboration.
- Owned planning, budgeting, staffing, and roadmap creation; represented UX in executive leadership.
- Directed end-to-end design across SaaS, mobile, and web products for government agencies and consumers.
- Led strategic initiatives including a wind-reading feature, cart and registration flow optimization, interactive course design, and consolidation of admin tools.
- Conducted large-scale user research with state agencies to inform product direction.
- Mentored team in product thinking, interaction design, and accessibility.
- Standardized Figma usage across teams, improving collaboration and delivery speed.

## SENIOR UX DESIGNER

Feb 2021 - Apr 2023

- Led design for SaaS, web, and app experiences, aligning user needs with business goals.
- Directed the consolidation of four revenue products into a unified web platform with advanced account permissions and a new design system.
- Mentored 2 designers and contributed to product strategy and process improvements.
- Drove company-wide transition to Figma, increasing design efficiency and unifying tooling.
- Championed accessibility and collaborated with engineering to implement UI enhancements.

## UX DESIGNER

Jan 2019 - Feb 2021

- Designed and delivered user-centered experiences across digital platforms using research, design thinking, and UX methods.
- Led development of a comprehensive park management and booking system, including interactive maps, inventory tools, and cart flows.
- Contributed to a scalable design system and UX process improvements across teams.
- Promoted to Senior UX Designer for driving cross-team design collaboration and strategy.

## **Fresh Air Educators**

Ottawa, ON

*Fresh Air Educators was acquired by Kalkomey in 2018. With 100+ employees, it dominated the Canadian market providing educational and safety solutions for outdoor recreation to customers and government agencies.*

## INTERACTION/GRAFIC DESIGNER

Jul 2017 - Jan 2019

- Designed interactive safety courses using Articulate360, JavaScript, CSS, and After Effects.
- Produced course architecture and visual content for web-based learning tools.
- Led the rebrand of an international scuba diving authority across print and digital.
- Introduced user research and design thinking, leading to promotion to UX Designer.

## OTHER EXPERIENCE

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<b>ImpactNOW! Mentor</b> (R.I.S.E. Academy)	Dec 2024 - Feb 2025
<b>Graphic Designer</b> (MediaPlus Advertising)	Jul 2017 - Sep 2017
<b>UX Intern</b> (You.i TV - acquired by WarnerMedia 2020)	Mar 2017 - Apr 2017
<b>UX Research Facilitator</b> (Algonquin College)	Jan 2016 - Aug 2017
<b>Design Tutor</b> (Algonquin College)	Sep 2015 - Mar 2017
<b>Web Development TA</b> (Algonquin College)	Sep 2015 - Mar 2017
<b>Kindergarten Program Teacher</b> (Centennial Public School)	Sep 2012 - Jan 2016

## EDUCATION

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Algonquin College, Graphic Design Advanced Diploma	2017
University of Ottawa, Bachelor of Education (Primary/Junior)	2013
University of Ottawa, Honours Bachelor of Arts, Major in Psychology & Minor in Linguistics	2012