

AshtonShechter



EXPERIENCE

Senior Product Designer | Varo

March 2023 - Present

Leader of the VXL design system that works to build reusable components that enable velocity, unlock progress, and empower both designers and engineers when building the best product for North Star customers. Became acting project manager for design system efforts for both design and development teams. Reported status of projects to upper management and stakeholders. Evangelized system contribution efforts. Assisted and lead the migration efforts from outdated brand expression to a new brand expression.

Lead Product Designer, UI & Design Systems | Stitch Fix

Jan 2022 - Jan 2023

Lead designer for the Mode Design System. Created, tested, and distributed Figma components for product designers to apply, developers to code and consumers to interact with. Advised and evangelized processes and design operations through system distribution. Advocated for the implementation and importance of the design system. Instituted new meeting cadences and workshops focused on auditing and discussing the system. Defined strategic visioning of Mode and the measurable impact of Mode through quarterly planning initiatives and surveys. Knowledge expert in building ADA compliant designs and upholding accessibility practices. Built cross-functional relationships with marketing, engineering, and design. Supported cross-functional teams through major UI changes. Collaborated with platform engineering teams to uphold design excellence through the system by seeking platform parity through components. Stood up a documentation platform on Zeroheight to inform designers and developers of components within the system.

Experience Designer II, Design Systems | Garmin

Feb 2021 - Dec 2021

UX Designer for the Garmin Connect Design System. Developed strategies for the distribution of the design system. Created, tested, and distributed components to internal design and engineering teams. Led weekly meetings focused on the audit of current and new design system components. Helped to create Design Ops "ways of working" internal facing documents for team members and facilitated with the onboarding of new programs and processes. Helped with the adaption and knowledge building of ADA compliant design thinking and practices within the department.

Senior Experience Designer | VMLY&R

Sept 2016 - Jan 2021

Lead designer on FordPass and Lincoln Way mobile apps. Main design contact for product team working with global design and development teams. Researched, discovered, created and implemented design systems, new and cutting-edge tools and processes to improve quality of designs and efficient delivery. Jumped into new client pitches within the agency and led with a human centered and connected consumer experience mindset.

Contact

ashtonshechter@gmail.com
(239) 537-5278
Kansas City, MO

Social

@ashechter
ashtonshechter.com
linkedin.com/in/ashton-shechter

Industry Knowledge

Product Design
User Interface
User Experience
Accessible Design
Native App Design
iOS / Material Design
Languages
Interaction Design
Wireframing
Rapid Prototyping
Design Research

Education

BFA in Graphic Design
Kansas City Art Institute '16

Tools & Technologies

Figma, Zeroheight, Asana, Storybook, Sketch, Abstract, Zeplin, Shopify, Adobe Tools

Other Skills

Forrester CX-Pro (CX-1)
Accessibility for UX Designers
Udemy Certification
Pasta-Making Prowess

