

Ashley Kim

NY 10001 | 1(401)5230247 | hjk.ashley@gmail.com | <https://ashley-h-kim.com/> | pw:1009

WORK EXPERIENCE

J.P. Morgan Chase & Co.

Senior UX Designer

New York, NY

May 2022 - Present

Asset Transfer Product

- Led cross-functional team of engineers and PMs to establish design patterns, delivering 4 new workflows and addressing risks across the current journey.
- Migrated outdated legacy Asset Transfer workflows to cloud platform, onboarding 2 user groups into a single unified end-to-end experience.

Lending Product

- Led cross-functional team of engineers and PMs to migrate legacy workflows to cloud, establishing design patterns across 7 new workflows and onboarding 3 user groups into a single unified platform.
- Defined a scalable product roadmap for multiple features, aligned to Product OKRs.

ACE Platform Modernization Project

- Led design and content consolidating legacy International Private Bank products into a single cloud-based platform used across International Private Bank.
- Led design governance models to scale impact partnering closely with products and engineer to support end-to-end delivery.
- Defined scalable, reusable UX patterns applied across multiple products, enabling efficient expansion of new products and features across experiences while meeting product OKRs, decreasing 14% workflow completion time.
- Created internal tools with Viscode to generate reusable requirement templates for product partners, improving clarity, reducing iteration cycles, and increasing overall design efficiency.
- Led the creation of a new design system meeting WCAG 2.2 accessibility standards, and partnered with engineering to implement components in Storybook.

Phone & Authentication Project

- Led end-to-end experience design for a year-long initiative consolidating three separate tools (phone, authentication, and case management) into one unified experience, aligning design strategy successfully with business goals around fraud reduction, service reliability, and usability in regulated, high-pressure environments.
- Designed new interaction patterns to reduce cognitive load and drive adoption across multiple personas, resulting in an 88% increase in authentication success within five months and 357% growth in high-security authentication adoption, improving risk prevention and client confidence in the Private Bank.
- Partnered closely with product, engineering, and data to drive data-informed decisions throughout design and execution. Also, created and monitored a post-launch performance dashboard that quantified impact, enabled informed prioritization for future enhancements, and supported product outcome reporting to leadership.

Design Leadership, Culture & Talent Development

- Defined experience strategy, driving alignment across teams through clear documentation, storytelling, and advocating inclusive design and accessibility practices inside the design team within the Private Bank.
- Mentored junior designers through onboarding, project execution, and stakeholder communication, while leading team culture and storytelling learning initiatives that strengthened cross-pod relationships, encouraged collaboration, knowledge sharing, respectful critique, and built confidence and ownership.

Infosys

Senior UX Designer

Providence, RI

Aug 2019 - May 2022

- Verizon Catalyst – Redesigned internal platform, recovering \$1M in weekly revenue through better data organization.
- HPE Financial Services – Built a new unified asset management platform, allowing clients to manage assets.

EDUCATION

Rhode Island School of Design

Bachelor of Fine Art: Industrial Design

Providence, RI

Class of 2019

Rhode Island School of Design Center for Complexity & Infosys

Strategic Design Program

Providence, RI

Aug – Sept 2019

SKILLS

Leadership & Strategy: Design strategy, product partnership, roadmap definition, design governance, mentoring, cross-functional alignment

Tools: Figma, Storybook, Excel, VisCode, Jira, Monday, Confluence, Miro, Tableau

Soft skills: Problem-solving, presentation, cross-functional team collaboration, mentorship, building relationships with stakeholders, analyze data, research, A/B testing, interview