

Ashley Kennedy-Foster UX Strategy & Management

810 Micah Street • Maryville, TN • 37804
(585) 507-6188 • me@akennedyfoster.com



With a proven track record in managing UX teams and processes, I specialize in orchestrating cohesive teams that deliver exceptional products our customers cherish. With extensive experience as a veteran UX manager, I've overseen both global and domestic teams of designers and researchers, crafting visually stunning and captivating web experiences through analytical, data-driven approaches. Thriving within a continuous delivery, agile, and cloud SaaS environment, I excel in coordinating feature acceptance criteria across engineering, design, security, and product management domains.

My dedication spans over fifteen years of advocating for successful and forward-thinking web standards. I've guided teams in implementing efficient and intuitive UX patterns, fostering a seamless journey across the multi-device web landscape. With numerous successes and continuous growth marking my professional journey, I embrace the mantra, "I am what the job needs me to be."

PORTFOLIO <https://uxfol.io/akennedyfoster>

WORK HISTORY **SkySlope, Inc.** • Senior User Experience Manager • 2022 – Present

As senior user experience manager, I lead design and research for SaaS software that services 650,000 real estate professionals across multiple states with gross revenue totaling \$33m annually. The UX team serves the needs of eight product managers across five programs using agile, user-centered design practices.

- Instituted formal processes for lean, iterative design delivery and exploratory, strategic design activities that fuel business direction and development backlogs.
- Collaborated with product management on the feature requirements and MVP user experience of an iOS mobile app launch for pilots and general availability. I also managed the user research intake to iterate on features and functionality.
- Oversee research analysts who conduct 10-20 monthly research tests, including contextual inquiry, usability studies, qualitative demand and preference testing, and quantitative surveys.
- Developed a moderated interview program for our research team, allowing them better access to our products' users and more data collection flexibility.
- Mentored a mid-level research analyst who now manages the research program autonomously. I hired over half the UX team, now long-term, high-performing employees.
- Oversaw the successful UX activities for a new product launch in a new market vertical worth \$2m over three years.

LenelS2, Carrier Corporation • User Experience Manager • 2015 – 2022

As the user experience manager, I coordinated design resources across multiple programs with budgets totaling more than \$18m. My team and I coordinated a design system that accelerated design and development activities and ensured product continuity and consistency. Design work included desktop and Web applications, iOS and Android development, and frictionless, zero-UI experiences. The UX team was also responsible for user persona information that influenced product discussion and was an essential input for developing use cases and feature requirements. My team also led demand research initiatives that informed business strategy and product road mapping.

- Led the US design team in creating a flexible design system that global designers could contribute to and draw from. Using this same system, developers could create reusable React.js UI

components consistent with the design components in construction. This resulted in increased development speed and decreased UI product defects.

- Managed UX resources across multiple programs and projects – all with unique agile delivery methodologies, maintaining perfect on-time delivery metrics for each engagement.
- Coordinated with business development and sales to gather timely customer feedback, insights, and impressions in a constant effort to improve the product and increase revenue generation.
- Oversaw the user experience of iOS and Android product launches from research, roadmap, wireframes, and UI to delivery.
- Actively managed design resources across multiple time zones, countries, and cultures.
- Led accessibility reviews and created product VPAT documentation. I mentored designers and developers regarding the implementation of WCAG standards. I have experience using various A11Y tools, such as NVDA and JAWs. I owned the Statement of Accessibility for LenelS2.
- Hosted the first User-Centered Delivery Conference for carrier business units. I recruited SMEs from various disciplines, including AGILE, UX, cybersecurity, program management, and development. Leaders across the business attended in person and virtually, placing LenelS2 at the center of Carrier's CX transformation.

LenelS2, Carrier Corporation • UX Product Owner, Elements SaaS • 2018 – 2022

This unique position melded product owner and strategic business activities with my UX manager responsibilities. I facilitated user-centered backlog grooming and discussion for multiple full-stack delivery teams. I continually accomplished this through collaboration between UX designers, engineering, security, and product management. I fostered an environment where subject matter experts contributed meaningfully to delivery. I used my experience as a UX manager to ensure features met users' demands while executing product vision for the business.

- As both the UX manager and a product owner of Elements, I was integral to its launch in 2021. As this business unit's first SaaS product, I played a crucial role in representing UX expertise and the "voice of the customer" in the new development processes instituted during the transition to a continuous delivery model.
- Developed the standard work for discussing and refining features for development team backlogs. The process better included UX, product, technology, security, and QA representation. Programs that use both Kanban and SCRUM delivery methods adopted this process.
- Transitioned design resources trapped within two-week iterations to working strategically against long-term roadmap initiatives. By making room to work on longer-term initiatives, designers were more influential and effective contributors to our products.
- Acquired deep product knowledge, including technical details regarding Azure PaaS services, microservice architecture, cybersecurity, and GDPR. My ability to digest complex technical information makes me an ideal bridge between creatives and engineers. This knowledge enabled me to routinely lead product demonstrations for the business's largest customers and prospects.

REDCOM • Lead UX Designer • 2014 – 2015

As the design lead, I delivered design solutions for all product initiatives (including desktop and mobile enterprise web applications.) By defining usability and accessibility standards, presenting thoroughly researched wireframes, and providing high-quality visual designs, I ensured that product managers and developers could deliver business goals meeting user-centered design principles.

- I led a cross-functional team to study the viability of moving a PC desktop application to the more ubiquitous Web. The work included wireframing, user journeys, workflow analysis, and high-fidelity designs vetted with product and technology stakeholders.

Paychex • Web Designer & Developer • 2007 – 2014

Working for Paychex, I was a member of a talented team of web designers responsible for the code and design of our corporate web properties. I was integral to the design process behind iterative a/b testing of essential web pages affecting lead conversion. Working directly with SEM specialists, I contributed to developing goals and tactics for increasing traffic and improving conversion metrics. As a senior designer, I interfaced with stakeholders and communicated the technical aspects of developing and deploying campaign web components.

Spark Design Group (also known as MG Lomb Advertising) • Designer & Developer • 2005 – 2007

While working at this small design agency, I delivered many Web, print, advertising, video, and branding projects. Our client focus was the B2B manufacturing vertical. I routinely worked with in-house marketing teams to help produce everything from multi-language websites to complete annual ad campaigns.

The Gunlocke Company • Graphic & Web Designer • 2003 – 2005

As a graphic designer, I managed the company brand across various media, including photography, advertising, and the Web. During my tenure, I helped evolve the company website from a simple contact page to a robust web presence that saw substantial increases in lead generation.

ACHIEVEMENTS

Speaking Engagement: Buffalo Startup Week 2020

Fundamentals of User-Centered Product Design and Delivery

My session was one of twenty devoted to every aspect of business innovation.

2020 US Patent: Collaborative Alarm Monitoring System and Method

This patent is one of five intellectual property disclosures filed for a US Patent during my tenure at Carrier. This patent was granted in 2020.

EDUCATION

Rochester Institute of Technology, Rochester, NY 14623

Bachelor of Arts | 3.8 GPA