Ashley Massengill

Product Owner & UX Strategist
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About

I care about detail and considering the end user in all aspects of my work. I apply logic and intentionality to design and excel at asking the hard questions to improve user experience and ensure accessibilty for all. My goal is to always present the best possible product for every aspect of use.

Skills

Project Management	Accessible Design	Code Review	UI Design
Product Strategy	UX Planning	Design Review	UI Development
Product Advocacy	Design & UX Auditing	Prototyping	

Tools

Jira	Google Analytics	Drupal 6-9	XD	InDesign
Trello	Microsoft Clarity	Wordpress	Illustrator	Zeplin
Git	Coveo	Figma	Photoshop	Invision

Work

Jacobs *Web Product Owner, Technical Project Manager* June 2021 - Jan 2023

• Ushered primary web presences through redesign and rebuild, working with internal stakeholders to define and advocate for all required features for MVP and forward looking roadmap.
• Worked with cross company teams to define standard solutions for all public facing web entities including platforms, integrations, security solutions, and legal and brand compliance.
• Encouraged internal adoption of new platforms to increase internal content development engagement 5x through training, documentation, and active assistance.
• Performed regular analytics reviews to monitor product performance as a whole site, and in conjunction with specific marketing teams for specific campaigns and pages.
• Acted as product lead and account admin for related necessary project softwares and integrations.
• Consulted throughout the global company on a variety of projects as a UX accessibility subject matter expert.
• Assisted in planning web specific marketing content and campaigns serving as point person in launching many.

Freelance *UX Designer, UI Developer* June 2020 - June 2021

• Partnered with clients such as Red Hat and G&S Communications to develop Wordpress and Drupal 9 sites.
• Created designs to update user experiences and incorporate current brand standards.
• Worked with stakeholders to define scope of projects, provide feedback on requests, and present results.

Healthgrades, Inc. *Web Engineer, Front-End Development* June 2019 - Dec 2020

• As part of a two-person team, developed enterprise level websites in Drupal 8 leading the direction of code structure, database build, and UI development.
• Focused on ensuring design met optimal UX and accessibility standards for the target user.
• Worked to make sure all developed sites met strict HIPPA compliance standards.

Coalmarch Productions *Front-End Developer, Product Owner* April 2017 - Dec 2018

• Built and styled custom designed enterprise client sites on Drupal 7.
• Developed proprietary features and templates for Drupal 7 based Sprowt website platform.
• Lead front-end developer and product owner on Teambuilder, Coalmarch.com driving expanded product features, functionality, and design.