Ashley Xie

Product designer who ships in code.

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SUMMARY

Sole designer at a proptech startup for nearly two years, taking work from first sketch to live product. I designed a marketplace that drew 6,500+ sign-ups and $64M+ in submitted offers within two months of launch. I use Claude Code daily as a design medium: I build, debug, and deploy my own front-end work from the command line instead of stopping at the mockup.

EXPERIENCE

UI/UX Designer, Locate Alpha · Proptech startup, sole designer — Jan 2025 – Aug 2026

- Owned the Lennar investor marketplace end to end, from flows to high-fidelity specs to launch. It drew 6,500+ sign-ups and $64M+ in submitted offer value in its first two months.
- Designed and built the company website and landing pages myself, replacing a dated site that was costing the sales team deals. Reached 1,100+ monthly visitors and 20 qualified leads at steady state.
- Created the brand identity from scratch and extended it into a design system: tokens, type, color semantics, responsive patterns, and components shared by engineering and sales.
- Ran a Figma-to-code workflow with engineering and brought AI tools into it to shorten the path from spec to shipped UI.
- Kept designing after launch. Hotjar recordings showed users scrolled the list view over the map, and that the cap rate filter built as primary nav was a power-user feature. I reworked both.
- Ran a WCAG 2.2 AA audit with axe DevTools and keyboard-only testing, and fixed what it found.

UI/UX Design Intern, Augmendo · Startup — Jul – Aug 2024

- Ran research with 20+ participants across two user segments. The personas and pain points it produced set the product's next priorities.

Product Design Intern, Kyndryl · Formerly IBM — May – Aug 2023

- Designed an internal dashboard for 10+ employees, clients, and partners that cut time spent searching for files by 40%.

Product Designer, DALI Lab · Dartmouth — Jun 2022 – Mar 2023

- Redesigned a multi-step declaration process across 15+ high-fidelity prototypes, working in teams of 2 to 8 with developers and PMs.

BUILT & SHIPPED

Portfolio site · a2px.github.io/portfolio — Claude Code · GitHub Pages

- Designed and built it in code with Claude Code, then migrated off Framer to a static site on GitHub Pages with a custom domain.
- Wrote a CSS design token system and a precise design vocabulary so prompts to Claude Code produce consistent UI on the first pass.
- Produced looping video demos of real UI components, like a map layers modal, so reviewers see interaction, not screenshots.

Reading Bear · Founder, edtech startup

- Won a prize in Dartmouth's Tuck LAB entrepreneurship program.

SKILLS

AI / Design Engineering	Claude Code, CLI / Command Line, Git and GitHub, HTML and CSS, Design Tokens, Figma Make, Claude, ChatGPT, Gemini
Design Tools	Figma, FigJam, Framer, Adobe Creative Suite (Illustrator, Photoshop), Canva, Miro
UX & Interaction	User-Centered Design, Interaction Design, Information Architecture, Design Systems, Brand Identity, Wireframing, Prototyping, User Flows, Responsive & Mobile Design, Accessibility (WCAG 2.2 AA)
Research & Validation	User Research, Usability Testing, A/B Testing, User Journey Mapping, Card Sorting, Tree Testing, Stakeholder Presentations
Analytics	Hotjar, Google Analytics 4 (GA4), UserTesting.com, axe DevTools
Collaboration	Cross-Functional Partnership (Product, Engineering, Business), Design Documentation, Agile Methodology

EDUCATION

Dartmouth College · B.A., Human-Centered Design & Classical Studies, Studio Art minor — GPA 3.79 · 2020 – 2024