

Ashley Moody(she/her)

Product Designer

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Education

2013-2017 **Virginia Commonwealth University, BFA Graphic Design**

Work

2021 - 2023 **Spotify, Product Designer II - Growth**

Lead Listener Experience product design for 2023 Spotify Wrapped. The largest Wrapped campaign yet engaging over 200 million users (45% increase YoY) and 45 million shares (22% increase YoY) globally, including the highest growth of Gen-Z users (32% increase YoY)

Designed native product experience for 2022 Wrapped engaging over 150 million users (31% increase YoY) and 37 million shares (33% YoY) globally

Designed an advertising format that increased click-through-rate by 5%

2019 - 2021 **CarMax, Product Designer II**

Led design on a Dual-Track Agile core product team to launch an omnichannel checkout MVP for the largest used car retailer in the US in 12 weeks

CarMax, Product Designer I

Launched a Covid-19 rapid response internal workflow for a curbside customer offering which included a customer stipulation review experience that successfully decreased handling time by 50%

2017 - 2019 **CoStar Group, UX/UI Designer**

Launched 8 internal research products focused on the transition of an enterprise SaaS product into a web application for the research organization of one of Fortune's 100 Fastest-Growing-Companies

2016 - 2017 **Elephant Insurance, UX/UI Designer**

Awards

2023 Cannes Lions International Festival of Creativity, Gold Lion, Personalized Storytelling and Experience for 2022 Spotify Wrapped

2023 Webby, Best Mobile Visual Design Aesthetic, Mobile Features for 2022 Spotify Wrapped

Speaking/ Published

Ladies That UX Atlanta
Ask Spotify Design 06
The Useful School
Virginia Commonwealth University, Business School
Virginia Commonwealth University, Graphic Design

Community

AIGA NY Design Mentor
MOUSENYC Industry Mentor
Spotify's Asian/Pacific Islander Employee Group, Internal Partnerships Lead
VCU da Vinci Center for Innovation Mentor