

# Ashley Galbraith

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## About

I'm a UX/UI product designer with 17 years of experience creating intuitive, human-centered digital experiences. I focus on complex challenges, understanding users, and turning messy systems into clear, usable products. Beyond hands-on design, I define how teams work, including UX patterns, design systems, and processes that help products scale.

I have led cross-functional teams to shape end-to-end experiences, evolve enterprise design systems, and bring ideas to life in React-based environments. I explore AI-assisted workflows to prototype faster, test ideas earlier, and close the gap between design and development.

## Experience

*March 2024 - Present*

### **Comerica Bank - VP, UX Manager**

- Overseeing strategy, process, and execution across design initiatives
- Leading cross-functional collaboration between UX, business, and technology teams
- Championing user-centered design practices at the enterprise level
- Advocating for scalable, consistent, and modern design solutions
- Continued leadership of the development and implementation of the enterprise design system
- Driving the creation of scalable, modern, user-centered digital products
- Partnering with stakeholders and technology teams to align design with business goals
- Introducing and refining team processes to enhance collaboration, organization, and design velocity
- Ensuring design consistency and quality across products and platforms

*December 2022 - March 2024*

### **Comerica Bank - VP, Senior UX/UI Designer**

- Contributed UI and led a cross-functional team to build the first enterprise design system leveraging MUI's React Web code base
- Ensured design and functional quality through rigorous reviews and QA, driving consistency across products
- Created clear usage guidelines to support consistent and effective use of design system components
- Advised UX and business teams on component implementation and identified opportunities for new component development
- Collaborated with delivery teams on requirements and led demos and updates for leadership to support adoption
- Streamlined UX team workflows by developing and documenting scalable processes for the design system and team operations

*March 2021 - December 2022*

### **VMLY&R - Associate Director Experience Design**

- Directed UX/UI strategy and execution for Ford's eCommerce platforms, leading multidisciplinary design teams to deliver high-impact digital experiences
- Partnered with clients and IT leadership to define, iterate, and align on complex features across platforms
- Oversaw team workflows, task prioritization, and design reviews, while actively contributing to UX/UI deliverables

- Conceptualized the reinvention of Ford.com, delivering a vision that was selected and praised by the Ford CMO
- Played a key role in cross-brand initiatives as part of an agile flex team, supporting UX efforts for Ford Europe, ADT, and T-Mobile

*November 2019 - March 2021*

**MRM, Senior UX Art Director**

- Led end-to-end UI/UX efforts for GM’s eCommerce ecosystem, spanning four automotive brands, ACDelco, and GM Genuine Parts
- Managed and mentored a team of designers in the creation and governance of brand-specific design systems across five GM divisions
- Drove UX strategy through competitive benchmarking, wireframing, user research, and usability testing to optimize customer experience and conversion

*June 2017 - November 2019*

**McCann, Senior Art Director**

- Led the design and implementation of GM Fleet’s first design system, overseeing a full website redesign and platform migration
- Directed the successful launch of the State of Michigan’s digital platform
- Contributed to high-impact digital campaigns, aligning creative execution with client objectives to elevate brand presence and user engagement

**Stack**

**UX/UI**

Sketch  
 Figma Design  
 FigJam  
 Figma Make  
 Adobe CS  
 Design Systems  
 UserTesting.com

**Tech**

MUI React  
 Visual Studio  
 Storybook  
 Claude  
 ChatGPT  
 Responsive Web  
 Web App

**Documentation/Delivery**

Lucid  
 Confluence  
 Jira  
 Rally  
 Agile

**Education**

August 1999 - December 2005

**Eastern Michigan University - Graphic Design**