



Ashley Branch

Staff Product Designer, Design Systems, SoFi

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EXPERIENCE

SoFi

Staff Product Designer

Sep 2025 — Present · Asheville, NC (Remote)

- Lead design for the next-generation (v2) Pacific Design System, defining a Figma slots strategy and cross-platform prop-naming standards to increase component flexibility and cut variant sprawl across design, web, and native
- Served as sole design lead for SoFi's system-wide Pacific migration, partnering with a large parallel engineering effort — flipped QA from reactive to proactive by rebuilding migrated screens in Figma with the correct components before implementation, reducing rework and review cycles
- Absorbed the majority of incoming Pacific requests through a period of steep demand growth driven by the migration and major product launches, keeping the design system from blocking delivery
- Built an AI-powered Cursor skill that auto-generates v1→v2 component comparisons and hand-off-ready requirements, scaling documentation output beyond manual capacity
- Fix bugs and ship components directly in the Flutter codebase, from design spec through MR and VQA, clearing items from the mobile core backlog
- Run and improve core rituals — Office Hours, VQA, Pacific Requests, and a new cross-functional grooming cadence with Mobile Core — keeping the system easy to trust and contribute to
- Managed a summer intern through to a full-time hire, and mentor junior designers on contributing to the design system

Senior Product Designer

Feb 2021 — Sep 2025 · Seattle, WA

- Founded the Pacific Design System from 0 → 1, building out the design system team and establishing the token architecture, component library, and processes that became SoFi's shared design language across product
- Led UX and product design across SoFi's product suite, partnering with product and engineering to shape core flows spanning credit card, onboarding, and everyday banking experiences
- Led the Credit Card L1 redesign, translating customer needs into a more intuitive, visually cohesive experience — partnering closely with product and engineering from concept through implementation
- Set visual design direction for SoFi's product experience, establishing brand-aligned visual standards adopted across the product suite
- Influenced senior leadership on creative and design direction, helping shape standards that unified the product experience company-wide

Aptiv — Senior Product Designer

Mar 2020 — Jan 2021 · New York, NY

- Led UX/UI design across native and web apps, shipping Following, onboarding, subscription transparency, and freemium with product and engineering — improving member retention
- Set creative direction for Aptiv's video workout experience, partnering with product and content on community-driven engagement features
- Shaped Aptiv's visual identity end to end, setting brand and motion standards used across the product and growth marketing
- Partnered with customer support and research to surface user pain points and turn them into design improvements
- Ran A/B tests with product and engineering to guide design decisions with data, informing leadership on product direction and revenue impact

Priori — Lead Designer

Sep 2019 — Mar 2020 · New York, NY

- Led product design and visual direction as the most senior designer on a two-sided legal marketplace
- Built the company's first design system, unifying a fragmented experience for lawyers and enterprise legal buyers
- Partnered with engineering and leadership to reduce friction in project matching and improve data collection
- Worked with sales and customer success to turn feedback from both sides of the marketplace into product improvements
- Led the marketing site redesign end to end, partnering with marketing and brand on a simpler, more cohesive experience

Jibe (Acquired by iCIMS) — Product Designer

Feb 2018 — Sep 2019 · New York, NY

- Redesigned Jibe's B2B recruiting cloud suite, unifying a portfolio of responsive web products into a more consistent, easier-to-use experience
- Established the company's first design system, improving consistency across products and accelerating design-to-development handoff
- Partnered across product, engineering, and leadership on job search, job matching, career sites, a hiring transparency portal, apply flows, and a CRM platform — scaling design impact across the full recruiting suite

ShopKeep by Lightspeed — Production Designer

Jun 2015 — Feb 2018 · Portland, OR Area

- Designed product education experiences — UX, technical writing, and video — that helped small business owners onboard faster and get more value from the platform
- Partnered with support, product, and engineering to build an educational platform that improved merchant engagement and made everyday payment processing easier

Freelance and consulting — Designer

Jun 2013 — Present · Various locations

- Partner with founders and cross-functional teams to define product vision, UX, and design systems from 0 to 1 — building a foundation that scales as the product grows
- Provide creative direction across UX, visual design, illustration, and motion as the sole design voice — improving usability and shaping key product and business decisions