

Making the internet beautiful for everybody.

Design Management, DesignOps, Design Systems, Digital Inclusion & Talent Diversity.

My mission? To ensure everyone has access to the digital world.

As a design leader at Australia's largest telco, I led a team of 20 digital rockstars to make a difference to the lives of 2 million Aussies through easy internet access - a fundamental human right. With 18 years of diverse design experience, I build high-performing teams that deliver big results.

But my focus isn't just on great work, it's on people. I have a natural talent for building strong relationships and fostering a culture of excellence, helping my team uncover their strengths and reach their full potential.

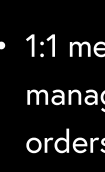
Together, we can change the world. ✨

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[Campaigner](#) ENFP-A
>> [Diplomat](#) & [People Mastery](#)

Experience

July 2022 - March 2023



Head of Digital Experience

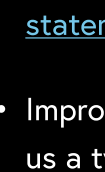
Belong

✦ Key achievements & responsibilities:

- Led a multi-disciplinary team of 20 UX, UI Designers and Content Producers, managing a \$2 million design labor budget for FY22.
- Scaled the Digital Experience capability by over 100%, recruiting 9 new roles in just 4 months.
- Established team OKR-A's aligned with FY23 business objectives and played a key role in driving the customer experience north star for the Digital function.
- Ensured production quality control for the end-to-end digital experience via design rituals such as weekly Design Clinics, Design + Dev Jams, retros and showcases, driving validation through data-driven usability testing and research.
- Managed design resource capacity and supported agile product team sprint delivery using effective traffic and workflow coordination in JIRA.
- 1:1 mentoring, career development and operational management including timesheets, contracts, purchase orders, software licensing, onboarding and offboarding and external partner relations.

- Led strategic initiatives for digital accessibility and inclusion, including training, auditing, remediation and advocacy building, as per the WCAG 2.1 guidelines and contributing our commitment to the [Telstra's Accessibility and Inclusion Action Plan \(FY23-FY25\)](#).
- Landed the Belong x [Be My Eyes](#) partnership, the first global telco partnership of its kind.

July 2019 - July 2022



UI and Production Lead

Belong

✦ Key achievements & responsibilities:

- Created, managed and maintained the Belong Design System, improving quality, consistency, accessibility and ultimately delivery efficiency by 34%.
- Mentored and guided a team of 8, resulting in the promotion of 2 to Lead/Manager roles and 100% employee retention in the UI and Production teams for over 2 years.
- Led the digital design implementation of Belong's 2019 brand refresh using the Design System to quickly deliver a cut-through identity in the competitive telco market.
- Established SEO, web vitals and page performance reporting to improve customer experience and commercial impact.
- Reduced CMS content model complexity in Contentful by 40%, significantly improving publishing productivity.
- Standardised the company wide accessibility commitment, publishing the company's first public [Accessibility & Inclusion statement](#) in 2020.
- Improved engineering accessibility capability by 22%, earning us a two-time finalist nomination in the 2021 [Australian Access Awards](#).

November 2018 - July 2019



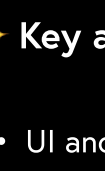
Visual Design Chapter Lead

Telstra Digital

✦ Key achievements & responsibilities:

- Managed the professional and personal development of a national team of 32 designers across 2 states.
- Established the backbone of Able, Telstra's Design System by managing the Digital Brand Guidelines and Visual Design Chapter standards.
- Steered design quality and delivery for the launch of the first iteration of the [Telstra Plus Loyalty Program](#)
- Facilitated Empathy Lab Digital Immersion workshops to showcase the diverse needs of people with disabilities and advocate for accessible digital experiences.

March - November 2018



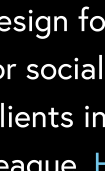
Digital Brand and Inclusive Design Lead

Telstra Digital

✦ Key achievements & responsibilities:

- Carved out a unique position as the first leader of Digital Accessibility, which is now a team of 17 specialists.
- Spearheaded [The Telstra Empathy Lab](#); a groundbreaking initiative that galvanised our teams to empathise and champion accessibility, driving significant accessibility improvements to enhance the digital experience for our customers with disability, while also meeting our legal obligations.
- Built a collaborative working relationship between Brand & Digital that was previously non-existent.

May 2017 - March 2018



Senior UI Designer

Telstra Digital

✦ Key achievements & responsibilities:

- UI and identity for [Telstra's first AI virtual assistant Codi](#) via an IBM & LivePerson partnership, resolving 300, 000 queries in the first 5 months post launch.
- Web design for the release of the Apple Watch Series 3 and [Telstra One Number](#), Telstra's first eSIM technology to hit the market in September 2017.
- Illustration of 50+ profile avatars for [Telstra Crowdsupport](#), a forum with more than 40,000 members, where customers help customers.



March 2015 - December 2016

Art Director and Senior Graphic Designer

MJW Hakuodo

MJW Hakuodo was originally Mojo, an Australian ad agency formed in 1979 and bought by Japan's [Hakuodo Inc](#) in 2002.

✦ Responsibilities:

Art direction, storyboard design, campaign creative and graphic design for POS, packaging, in-store and OOH, print plus assets for social media, EDM's and paid digital media distribution. Clients included [Valvoline Australia](#), [Fasta Pasta](#), National Rugby League, [HPM legrand](#), [Konica Minolta](#) and many more.

Experience Pre-2015



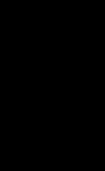
Freelance Senior Graphic Designer

Affinity, Sydney, Australia
November 2014 - February 2015



Senior Designer

Studio Popsicle, Sydney, Australia
January - November 2014



Freelance Graphic Designer and Product Stylist

Walmart, Toronto, Canada
April - May 2013



Founder and Creative Director

fischerstreet. Toronto, Canada
January 2011 - December 2013



Accessory Design Consultant

Roots, Toronto, Canada
March 2012 - January 2013



Graphic Designer CAD Drafter

WSP Lincolne Scott, Sydney Australia
September 2007 - May 2008

Education and training



Bachelor of Product Design 2006

Griffith University

Belong Leadership Program 2022

The University of Melbourne

Digital Accessibility 2018

University of Southampton, UK and MOOCAP

DesignOps Learning Lab 2023

Global DesignOps Assembly

Digital Marketing 2016

General Assembly

Mental Health First Aid 2021

MHFA Australia

First Aid Certificate 2022

Short Courses Australia

#causeicare

Foster Care Mentor

2019 - Today
[The Pyjama Foundation](#)

Helping kids in foster care achieve their dreams.

Design Mentor

2023 - Today
[ADP List](#)

To inspire powerful conversations and collaborations.

Panel Speaker

#grindyourgears
[A11y Camp 2022](#)

Australia's premier conference on accessibility.

References

Available on request.