



Ashley McMahon

Product Design & UX Leader

Design leader with 15+ years experience leading teams to deliver award-winning digital products. Combines hands-on prototyping and front-end skills with strategic vision e.g., drove a 4x e-commerce revenue increase in 18 months by spearheading a digital transformation.

A passionate mentor with excellent soft skills, who has built high-performing design teams and instilled user-centric practices at scale in ecommerce, SaaS, agency and gaming.

Sept 2022 - Present

Dubit

- Head of Creative

- Led the creative team on creation of Roblox experiences, UGC and Ed tech apps in development and design.
- Oversaw all creative disciplines (UX/UI designers, 2D & 3D artists, game designers, and video producers).
- Balanced hands-on work with leadership responsibilities to drive projects from concept to launch.
- Managed client expectations alongside studio requirements as a product owner and producer, running agile sprints.

Nov 2019 - Sept 2022

Studio Retail Ltd

- Senior Design Manager

- Transitioned a legacy retailer to a digital-first approach, significantly improving workflows, processes, and output quality.
- Managed and reconciled stakeholder expectations – from executives to front-line developers ensuring design strategy aligned with business goals.
- Co-led front-end and platform development, contributing to 4x revenue growth within 18 months.
- Unify and lead two disparate design teams across digital and print media and hired designers across both disciplines.
- Developed a comprehensive design system for both creative and code, ensuring cohesive design and streamlined development.

Jan 2017 - Nov 2019

Ribble Cycles

- Lead UI/UX Developer

- Led a comprehensive rebrand that resulted in national media coverage (GQ, Vogue, Rouleur).
- Designed and helped build the BikeBuilder project, winning Best Innovation & Best B2C Project awards (2018).
- Created internal tools and design systems to streamline future design and development projects.
- Rebuilt front-end HTML/CSS/JavaScript, resulting in 6x reduction in page load times.

June 2010 - Dec 2016

EKM Systems

- Senior Web Designer

- Branded, designed, and coded ecommerce themes for over 300 clients within tight deadlines and budgets.
- Promoted to redesign the core platform UI, including integration of Klarna and PayPal checkout processes.
- Mentored junior designers, guiding them into successful careers in web design and development.
- Worked alongside developers to create new product prototypes and products from 0-1.

Key Skills

(non exhaustive list)

Leadership & Management: Team leadership, mentoring, soft skills, project management, stakeholder communication, conflict resolution, and escalation management, adaptability.

UX/UI Design: User research, testing, rapid prototyping, design system creation, responsive design, app design, WCAG compliance, design workshops facilitation, game UI design, information architecture.

Development: HTML, CSS, JavaScript, PHP, NPM, Unity (C#), Wordpress, shopify.

Game Design & Creative: Game design documentation, level design (Unity/Roblox), storytelling, art direction.

Tools & Technologies: Adobe Suite, Sketch, Figma, Miro, Hotjar, Google Analytics, Git, JIRA, Docker, NPM, VS Code, Unity, Cursor AI.

Education

University of Central Lancashire - BSc Web & Multimedia (2007–2010)

Nelson & Colne College – Diploma ICT (2005–2007)

Primet High School – 11 GCSEs A–C including English and Maths (2000–2005)