

Ashley von Clausburg

Senior product designer working across **visual design**, **research**, and **UX**. I use **AI** to move quickly, compressing weeks of work into days, while still grounding my process in the empathy and instincts that tools can't replace

CONTACT

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EDUCATION

Service Design

Copenhagen Institute of Interaction Design

Behavioral Design

Copenhagen Institute of Interaction Design

Design Research

Pratt Institute

Bachelor of the Arts

International Relations
Modern Dance

UNC Greensboro

EXPERIENCE

Square (2020 - 2026)

Senior Product Designer

- Led end-to-end design across desktop and mobile platforms for Square's Local Services vertical, representing ~\$50B in GPV
- Led a risk management initiative that reduced seller account freezes by 16% and improved retention for the affected cohort by ~4%, one of the team's highest-impact launches
- Used AI-accelerated design processes to go through problem definition to fully functional prototype for a new setup experience in under a week, compressing a multi-week design cycle into days
- Led Square-wide initiatives requiring cross-functional alignment and executive stakeholder buy-in, including presenting an onboarding redesign for Home & Repair sellers directly to the CEO
- Planned and led seller research through dozens of qualitative interviews and usability tests, synthesizing findings into product direction
- Used rapid prototyping during usability testing to iterate through three rounds of UX improvements in near real-time over a single day; applied AI-accelerated research methods, like card sorting and transcript synthesis to surface key insights faster
- Expanded my role as a designer at the company, independently shipping my first PR directly to production
- Switched disciplines and was promoted twice during tenure, also serving as an Art Director (managing two reports and leading team-wide design crits) before becoming a Senior Product Designer

WordPress (2017 - 2020)

Senior Designer

- Used user research, performance metrics, and brand strategy to create social ad campaigns that outperformed previous benchmarks
- Created WordPress.com's first style guide and interpreted the language across print, digital, motion, and UI, that was used by all visual designers across the company
- Redesigned the information architecture of user-facing resources based on qualitative research, consolidating fragmented support content into the company's first unified content hub

Udemy (2016-2017)

Visual Designer

- Designed and executed dozens of campaigns targeted to more than 10 million users, across all emails, landing pages, and digital ads

Muso (2015-2016)

Visual Designer

- Working to design healthcare interventions in Mali, I created a new brand identity and fundraising collateral that led to over \$2 million in grants

Freelance (2013-2017)

Visual & Web Designer

- Designed brands, websites, and digital collateral for companies from education NGOs in Tanzania to tech startups in Silicon Valley