SELECTED WORK

Ashley Kays

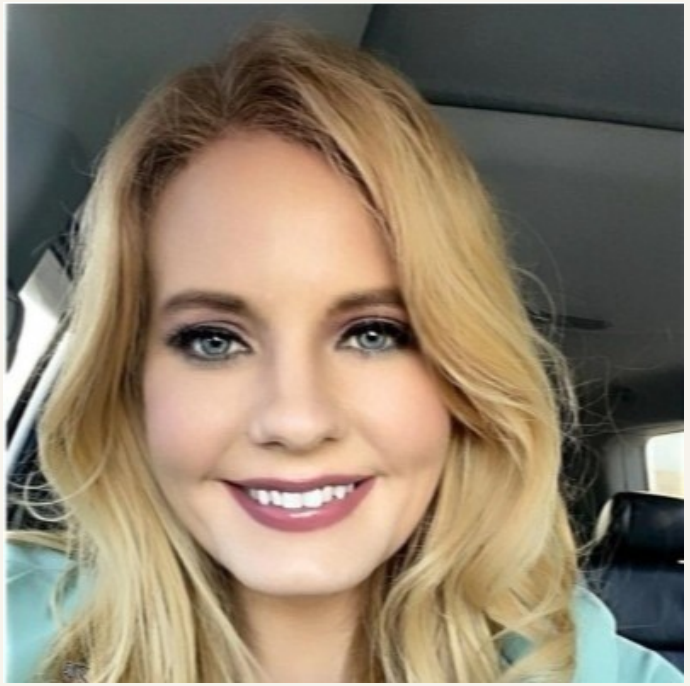
Product, design
& growth leadership

2026 PORTFOLIO



MEET ASHLEY

A strategist who builds



Palm Beach, Florida
Working globally

I connect business goals to experiences people can understand, use, and return to.

20+ years across enterprise products, agency work, education businesses, and applied AI.

Product strategy & UX research
Brand, campaigns & lifecycle marketing
Creative direction & hands-on delivery
AI products & team enablement

BUSINESS IMPACT

Selected results & scale

300%

CodeTeachers platform growth
25,000+ learners served

18,000+

Enterprise users supported
Disney’s $8M BI initiative

19 demos / 10 deals

Recorded in an 11-day
healthcare automation engagement

57+ AI products

Shipped to production
in 12 months at Waymaker

CUSTOMER EXPERIENCE

Disney Vacation Ownership

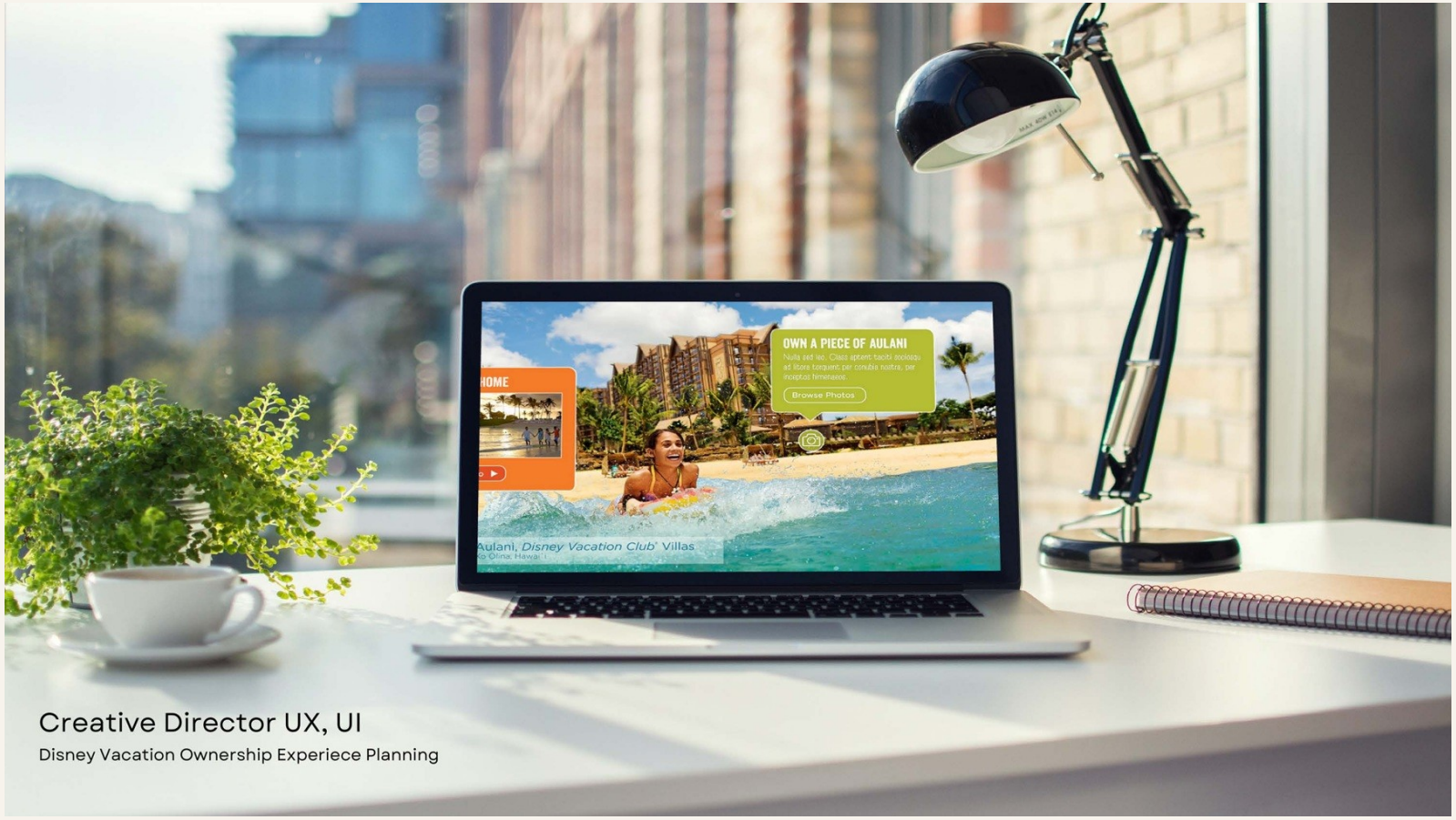
THE CHALLENGE

Help guests explore an emotional travel brand and find a clear planning path.

MY CONTRIBUTION

Creative direction and UX/UI across landing pages, vacation collections, and planning journeys.

Creative Director, UX/UI

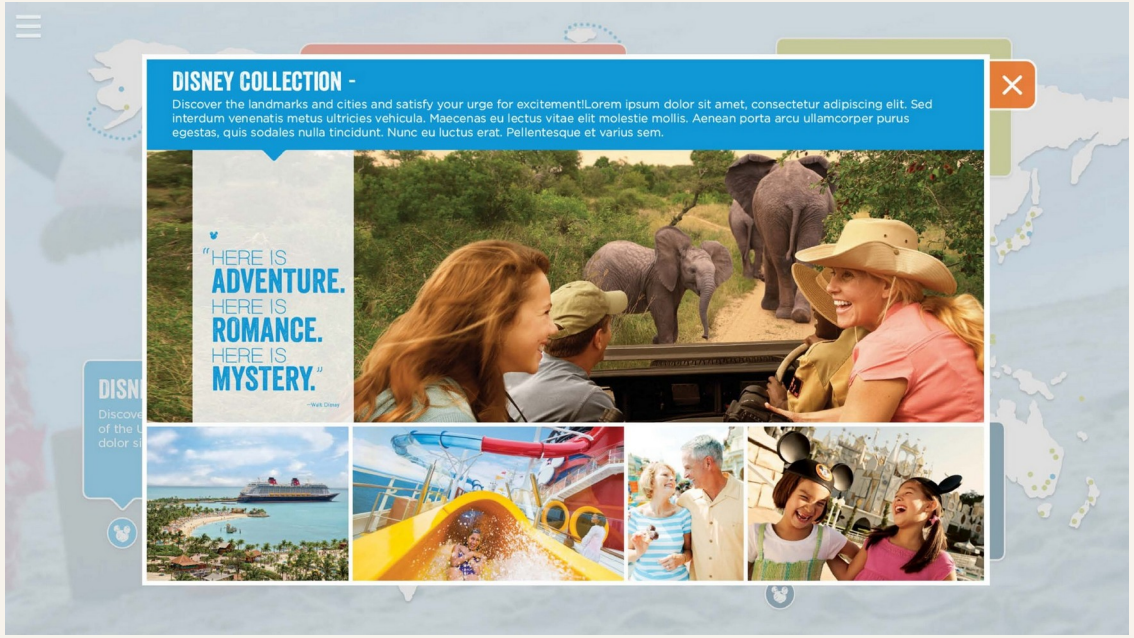


Storytelling across the guest journey



Vacation planning

A clear next step within an expressive brand.



Collection discovery

Content architecture across Disney travel experiences.

Disney business intelligence

Making enterprise information useful to the people making business decisions.

Discovery and requirements through data strategy, UX, implementation coordination, testing, rollout, and adoption.

18,000+

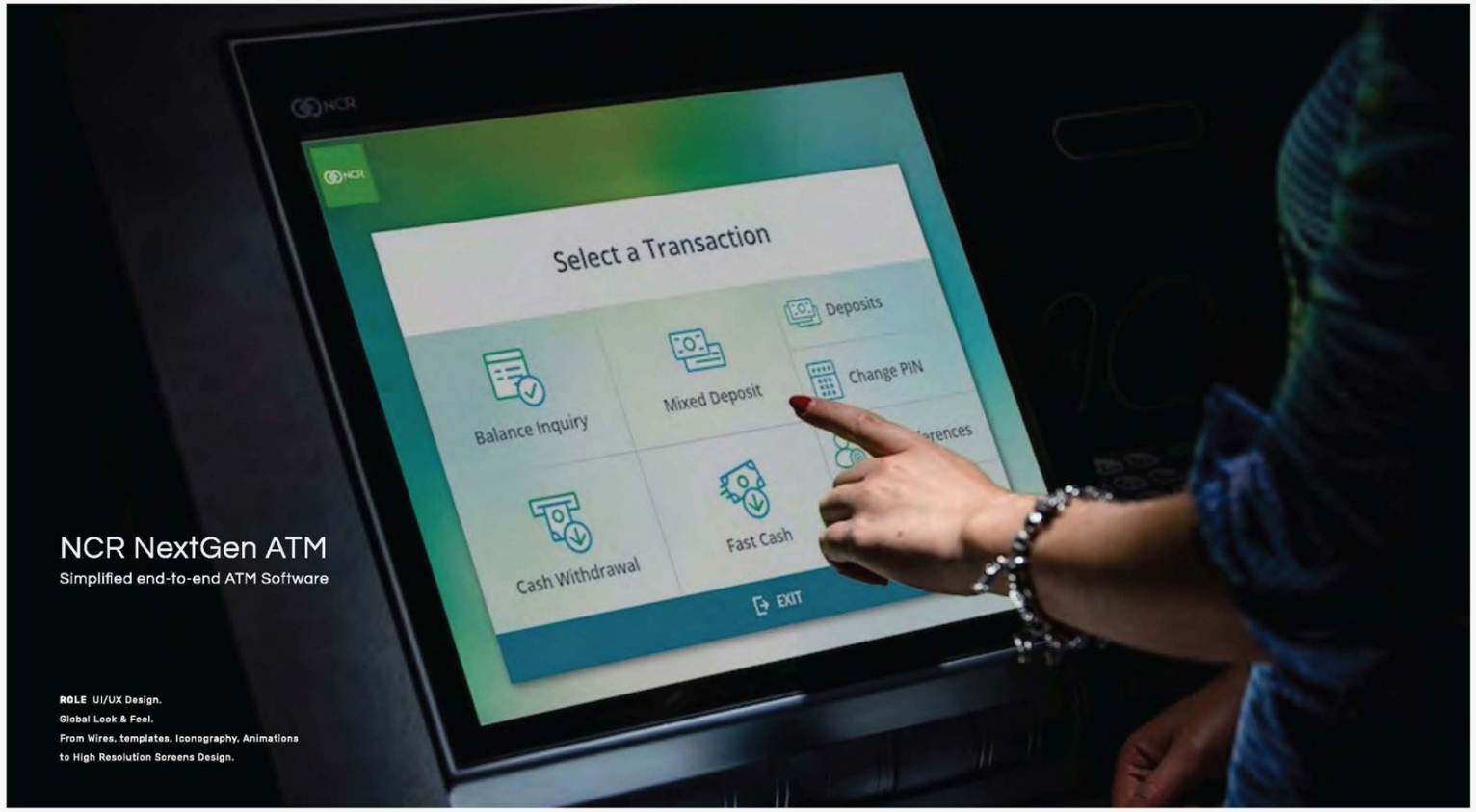
users supported

$8M

BI and data-warehousing initiative

Read the enterprise case study

NCR NextGen ATM



Everyday banking, with less friction

Touchscreen transaction flows, teller access, clear choices, and reusable interface patterns.

Creative Director
UI/UX

National Bank of Canada

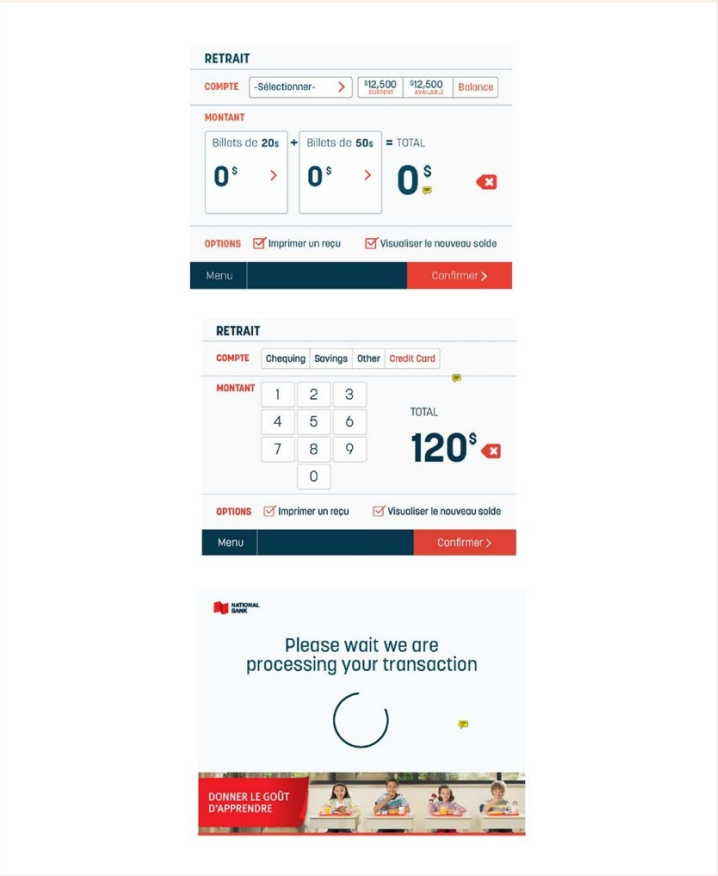
RESEARCH

Observed how people used banking experiences and where confusion, hesitation, and workarounds appeared.

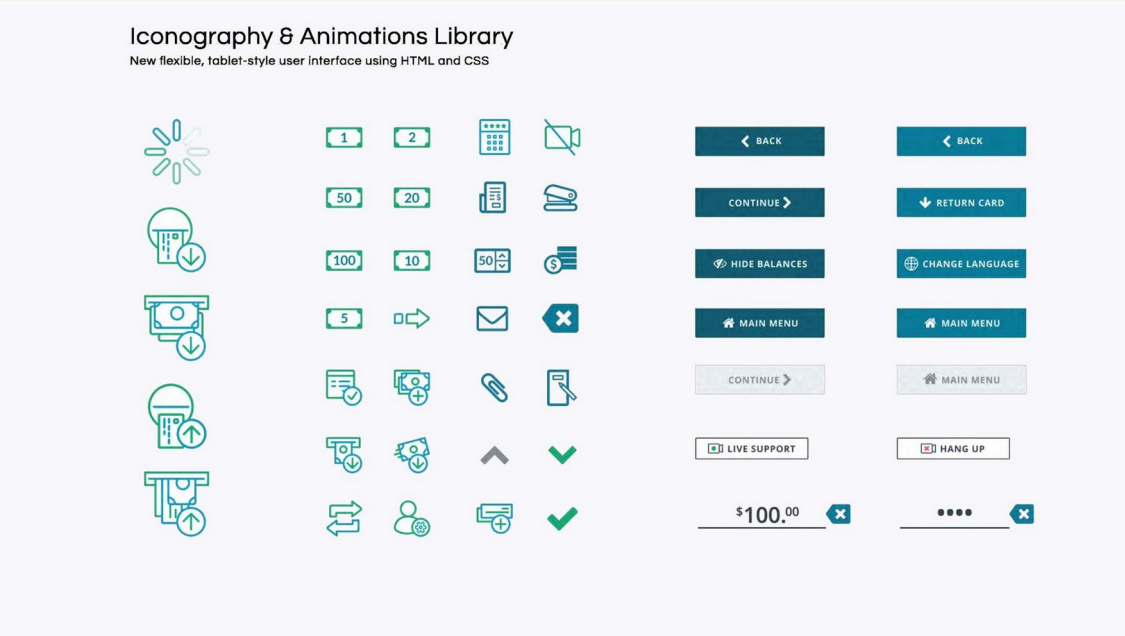
EXPERIENCE DESIGN

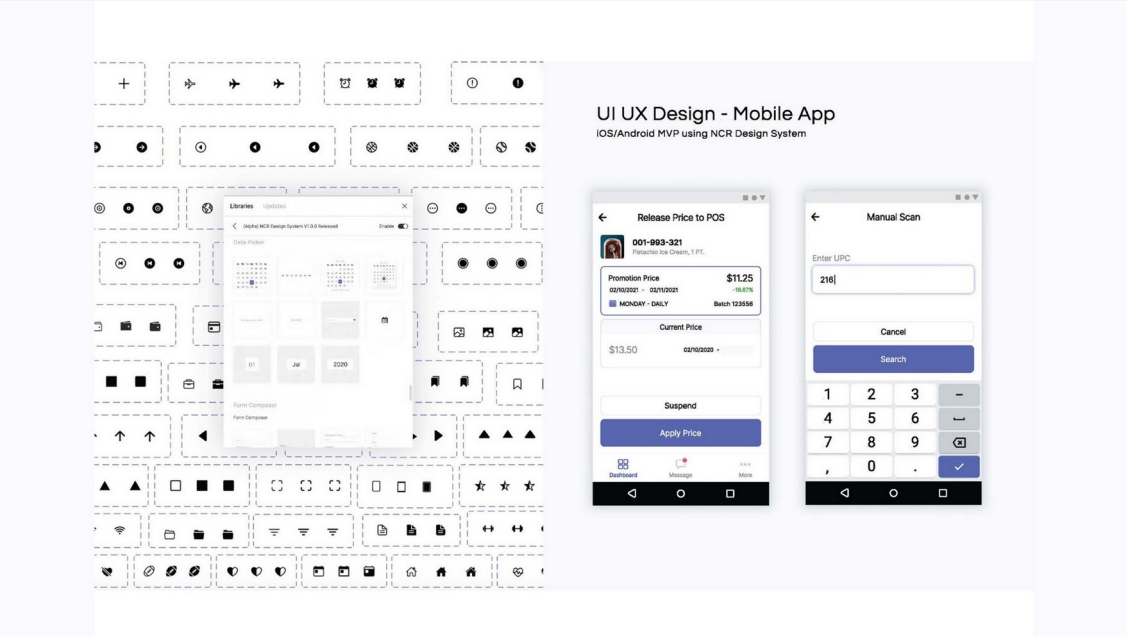
Bilingual transaction surfaces, processing states, and a modern ATM and tablet experience.





A design system teams could build on





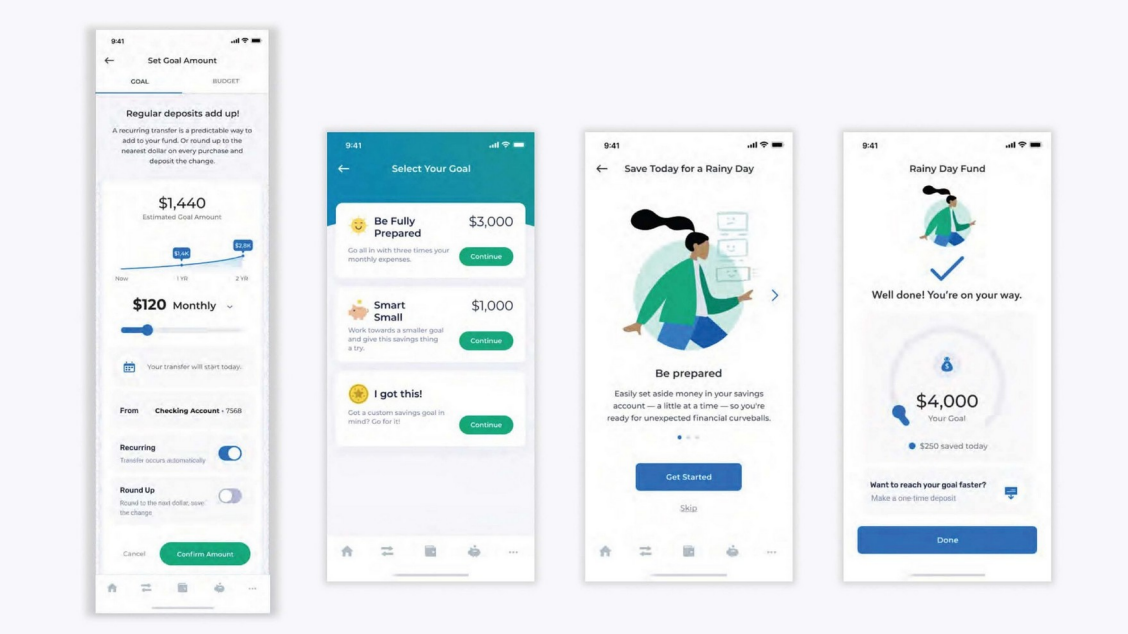
Reusable interaction patterns

Iconography and animation library built in HTML/CSS.

Mobile foundations

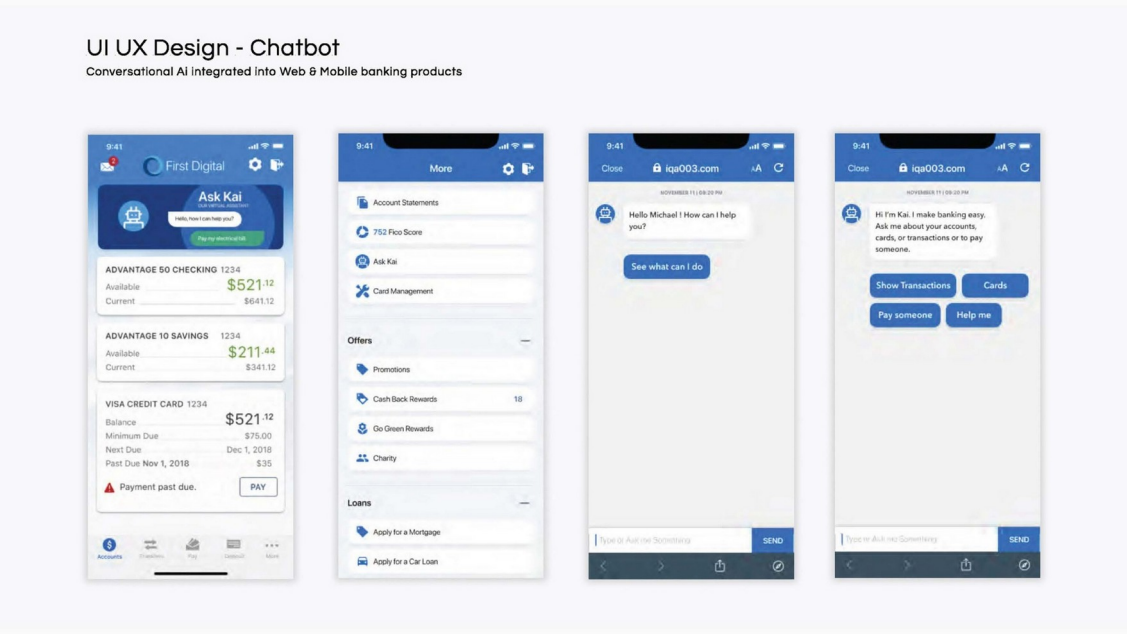
Shared components and iOS/Android application templates.

Financial tools with a human voice



Savings people can understand

Goal setting, progress, and everyday financial guidance.



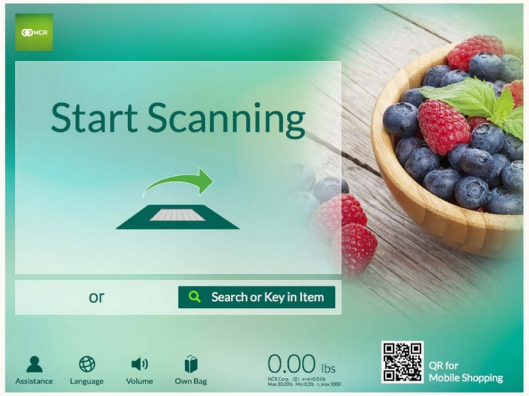
Guidance inside the banking experience

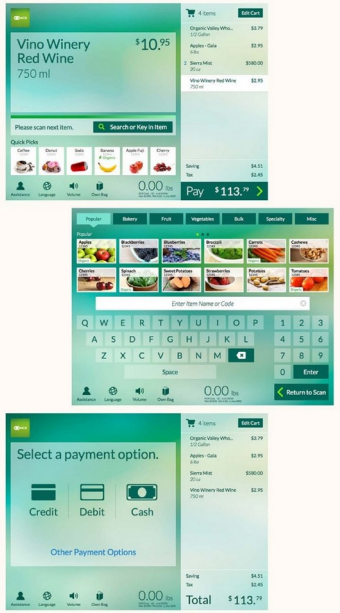
Conversational interactions embedded in mobile banking.

Retail, on both sides of the counter

Creative Director UX, UI

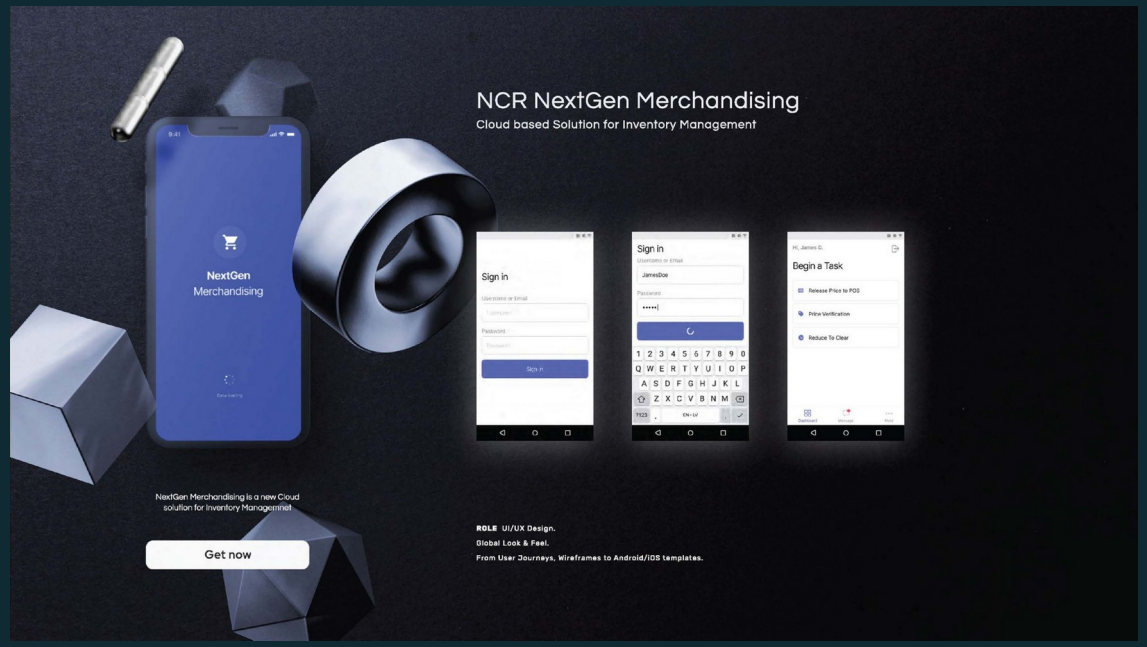
Self Checkout located at Publix, Target, CVS & other retailers





Self-checkout

Scanning, item selection, payment, and assistance.

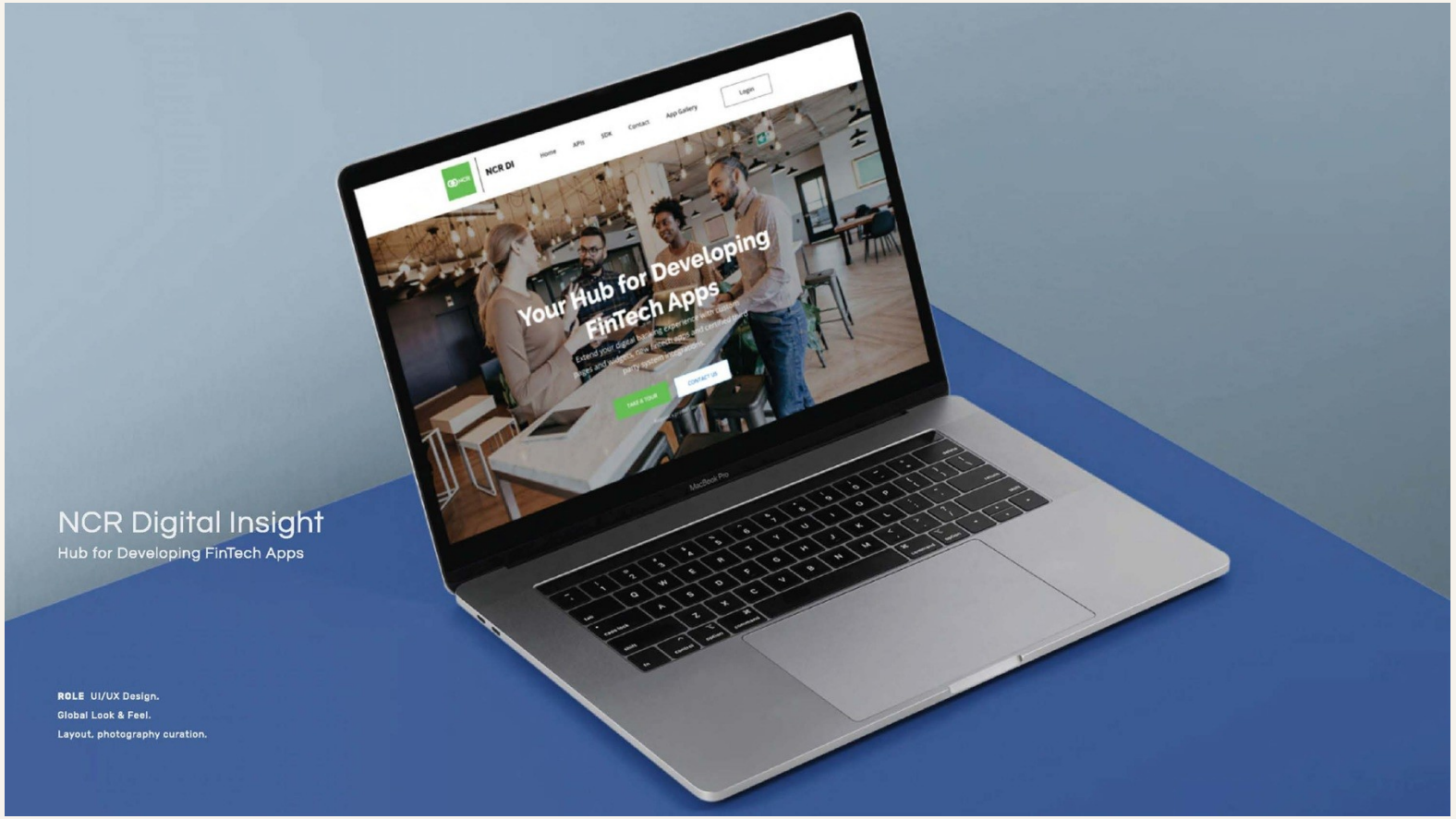


Merchandising operations

Mobile tasks, inventory actions, and price changes.

DEVELOPER EXPERIENCE & PRODUCT MARKETING

NCR Digital Insight



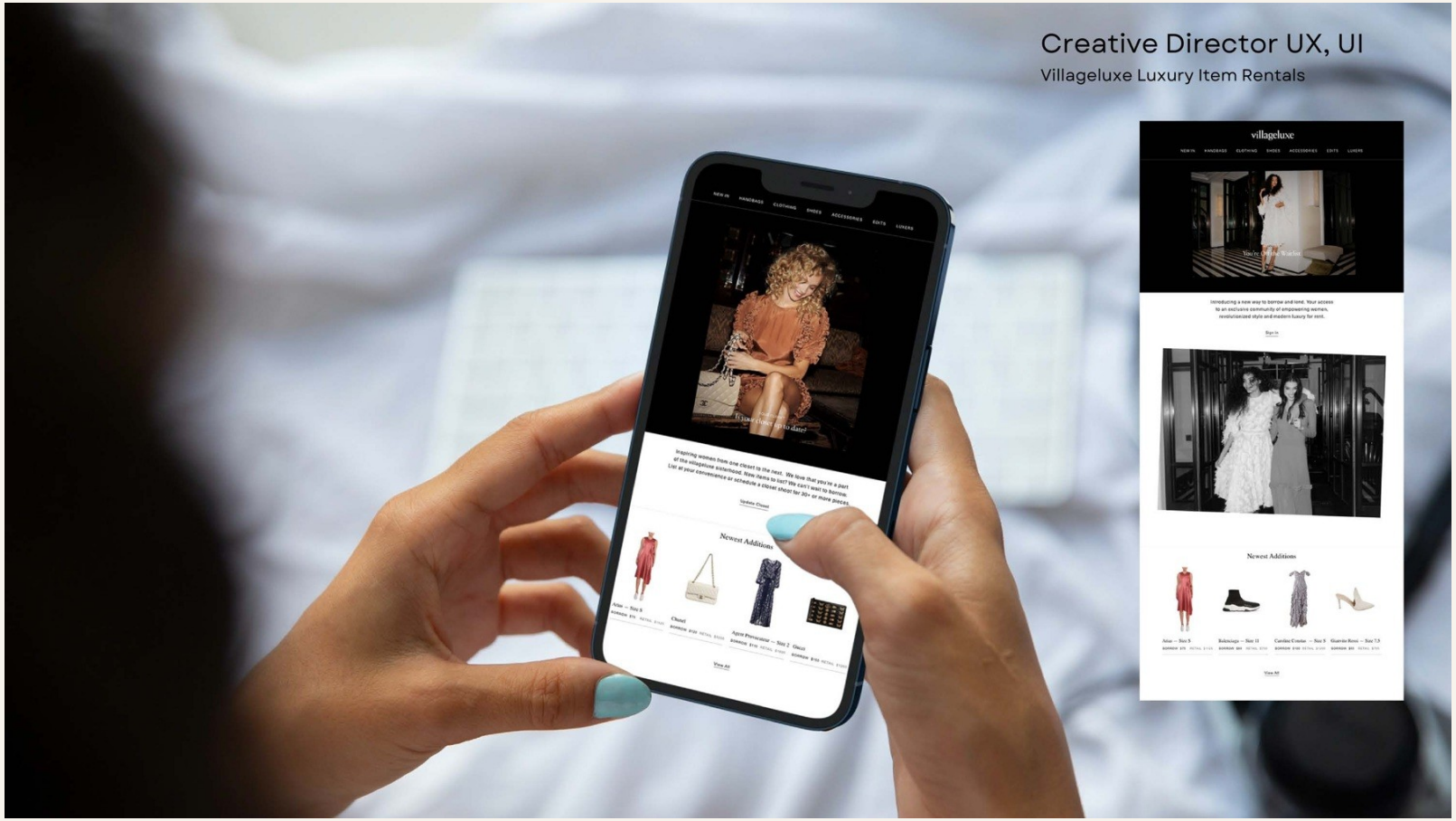
A clearer story for a complex platform

Positioning and experience design for a FinTech developer hub, connecting the product story to documentation and reusable components.

Creative Director, UI/UX

CONSUMER / LUXURY EXPERIENCE

Villageluxe



Editorial detail in a mobile shopping journey

Luxury rental discovery, curated collections, and product presentation shaped around the expectations of a premium audience.

Creative Director, UX/UI

Healthcare automation

Website interest was not turning into booked meetings.

I clarified the demo path, sharpened competitive positioning, developed outbound, and built a client campaign-approval portal.

19 demos
10 closed deals

in 11 days



HCIM campaign creative / separate planning work

The path from interest to revenue

I trace the handoffs where potential customers lose momentum.

Journey stage	What I investigate	What I improve
Promise & page	Ad relevance, proof and next step	Message match and page clarity
Form	Mobile friction and confirmation	A simpler, tested inquiry path
Routing & response	Inbox, CRM owner and response time	Clear ownership and useful replies
Follow-up	Qualification, nurture and next action	Relevant messages and reminders
Measurement & economics	Source, lead quality and close rate	Attribution and decision criteria

Explore the Growth Fix approach

A focused Growth Fix

An agreed improvement to the journey, with a way to measure it.

01 Trace real leads

Review recent inquiries and test the form-to-response experience.

02 Find the break

Identify the handoff with the clearest evidence of lost opportunity.

03 Implement the fix

Repair the page, form, routing or follow-up within the agreed scope.

04 Measure the change

Set a baseline, an owner and a review point for the next decision.

View the Growth Fix



Campaign strategy, made visible



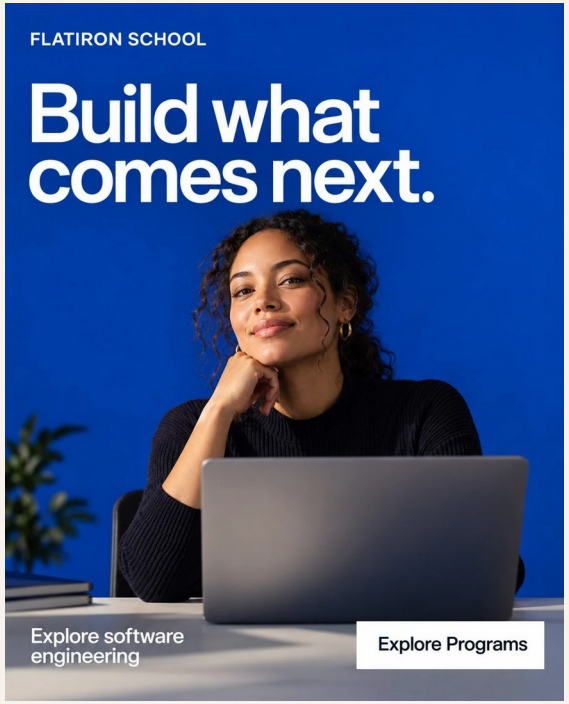
Fave

Product clarity, a familiar occasion, and a measurable retailer handoff.



Allbirds

Everyday movement



Flatiron School

Career-change motivation

Paid media across the customer journey

Google Search and Meta campaigns connected to the page, tracking and follow-up.

Demand & audience

Search intent, keyword themes and exclusions. Audience and creative angles that fit the offer.

Conversion path

A focused landing page, relevant proof, a clear next action and a mobile experience that works.

Learning & decisions

A budget ceiling, a test window and lead-quality feedback to guide what stays, changes or scales.

Success measures: qualified inquiries, booked conversations, customers and acquisition economics.

Explore PPC services and campaign planning

Search intent meets the shopping journey

4
responsive search ad sets

28
keyword ideas

26
scoped negative keywords

FAVE
Brand story and performance strategy

The intent

Organize search around the drink mix, flavors and shopping questions.

The experience

Make product format and preparation clear, then guide flavor and retailer choice.

The measurement

Track retailer interest separately from verified purchases and attributable revenue.

Explore Fave campaign strategy

AstraLynk actor lifecycle

Connecting the invitation to the first useful product experience.

12
emails in the full program

3
onboarding prototypes

Invitation

A relevant reason to join

Registration

Alternatives that reduce setup friction

Activation

Guidance toward a useful first action

Feedback

Founding-actor learning loop

Pilot content matched to available features. Behavior-triggered messaging mapped as the next stage.

Explore the lifecycle program

Lifecycle orchestration

Each message should help a person take a useful next step.

Stage	Messaging & experience	Measures to agree
Acquisition & nurture	Segment by intent and answer the next question	Qualified lead progression
Onboarding & activation	Connect welcome messages to product milestones	Activation and time to value
Retention & win-back	Use behavior and context to shape useful reminders	Return use and repeat purchase
Expansion	Introduce relevant next services or capabilities	Expansion and customer value

Journey audit, segmentation, event and CRM plans, email, SMS and in-product messaging.

Explore lifecycle marketing

Messages connected to real moments

Waymaker AI	A Day 0 / 2 / 4 / 7 welcome series connected to Builder DNA, a first project and the first week of use.
CodeTeachers	A camp registration welcome with the venue, preparation checklist and drop-off / pickup details parents need.
South Florida AI	A newsletter welcome and two-step automation that point subscribers to an upcoming event and the wider community.

The content follows the promise people signed up for.

FOUNDER / EDUCATION, PRODUCT & GROWTH

CodeTeachers

Building the business and the learning experience

Curriculum, learning pathways, community, onboarding, content, and event programming for K–12 and adult learners.

300%

platform growth

25,000+

learners served



+25% reported course-completion lift

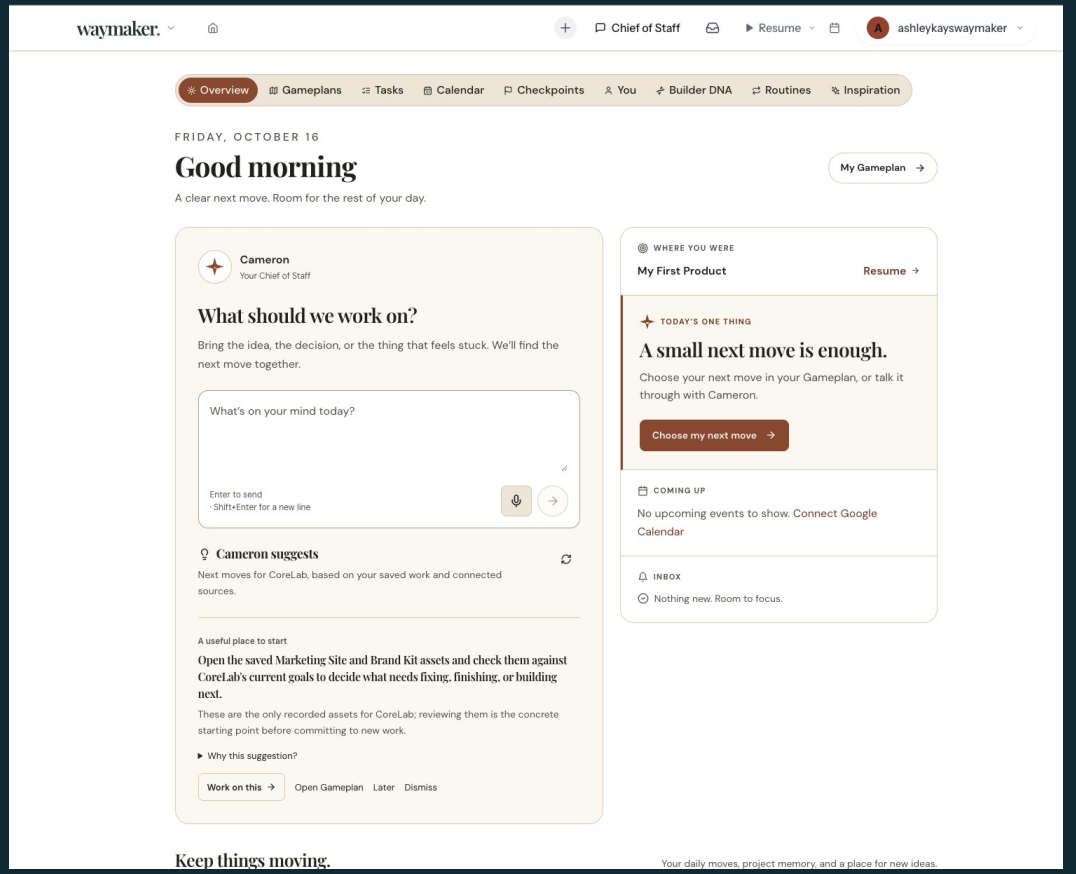
FOUNDER / PRODUCT, DESIGN, ENGINEERING & GTM

Waymaker AI

An AI platform for people turning an idea into a business

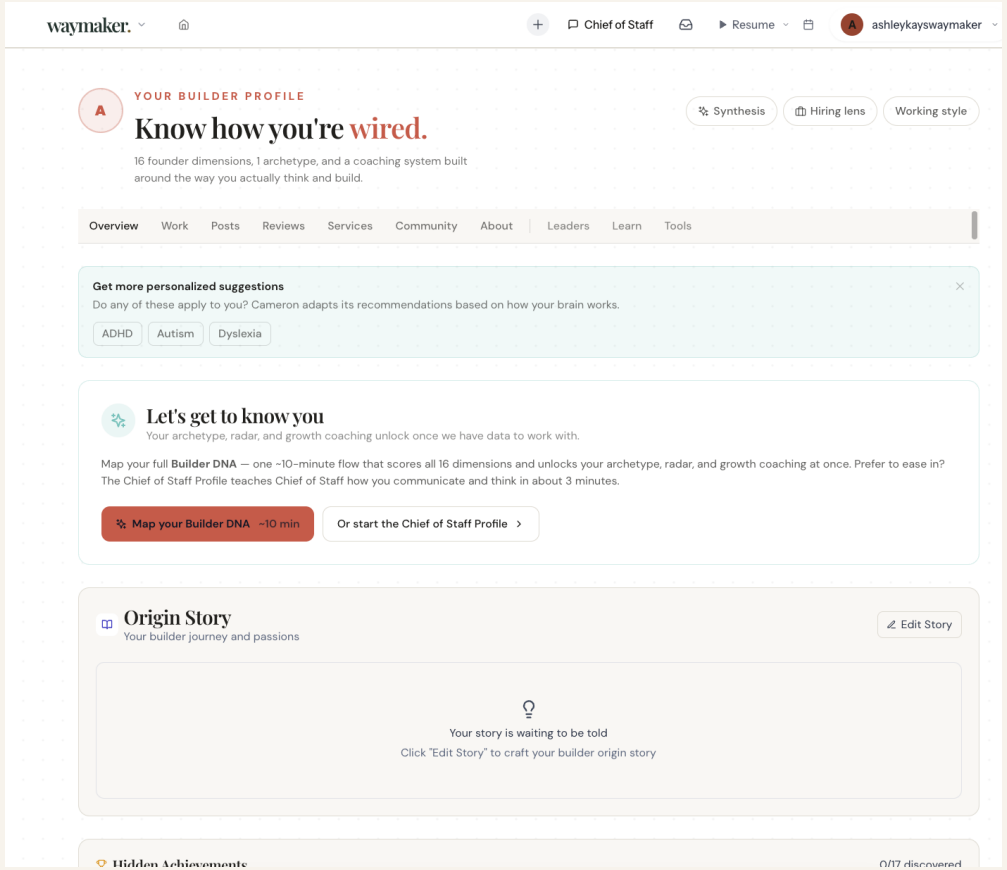
I own the roadmap, experience design, engineering, and go-to-market direction.

Cameron’s AI guidance
Connected planning and building
Personalization through Builder DNA



Explore Waymaker

Builder DNA



The product result becomes part of the discovery experience

A personalized assessment with archetype results and shareable cards, connecting self-understanding to useful guidance and new-user discovery.

Read the Builder DNA case study

AI experiences with a useful next action

I connect AI capabilities to product behavior and customer goals.

Cameron

An AI chief of staff with tool use, conversational memory and voice.

Roleplay Studio

Configurable AI personas and rubric-based feedback for practice.

Builder DNA

Assessment insights that shape guidance and the next action.

Build workflows

AI assistance connected to an idea-to-live-URL product flow.

Product design, implementation, evaluation and adoption belong in the same conversation.

CoFounder AI

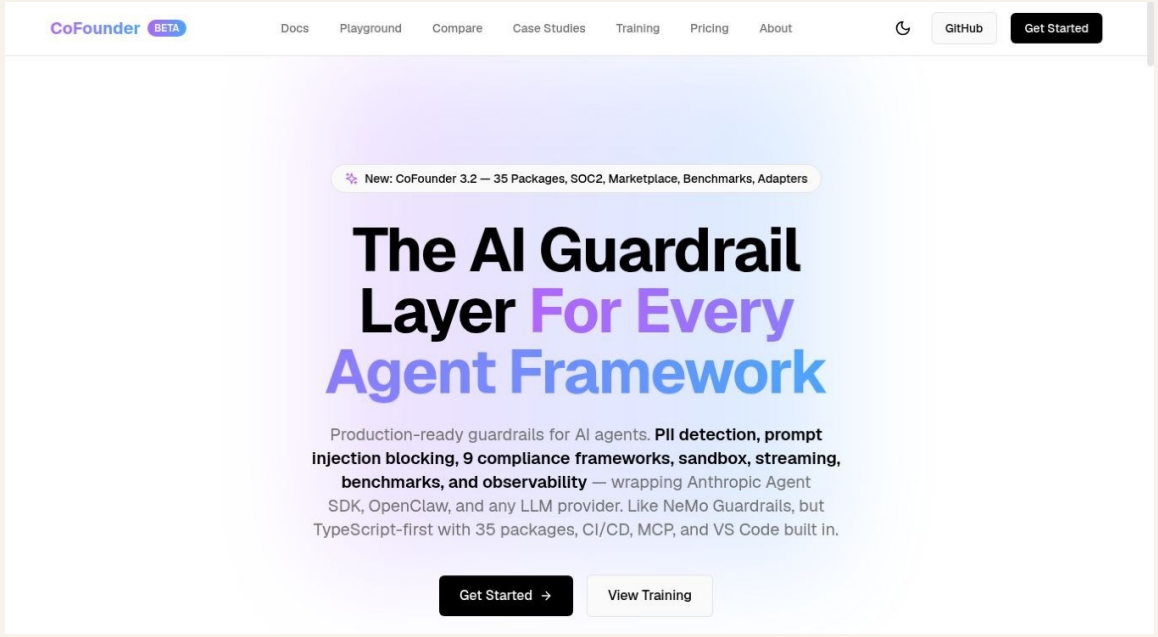
An AI toolkit built for developers integrating models into real products.

Founder & maintainer

SDKs, React hooks and a CLI connect AI capabilities to usable application experiences.

Product concerns include provider flexibility, budget controls and guardrails.

Explore CoFounder AI



Product positioning and developer-facing experience

AI Superpower

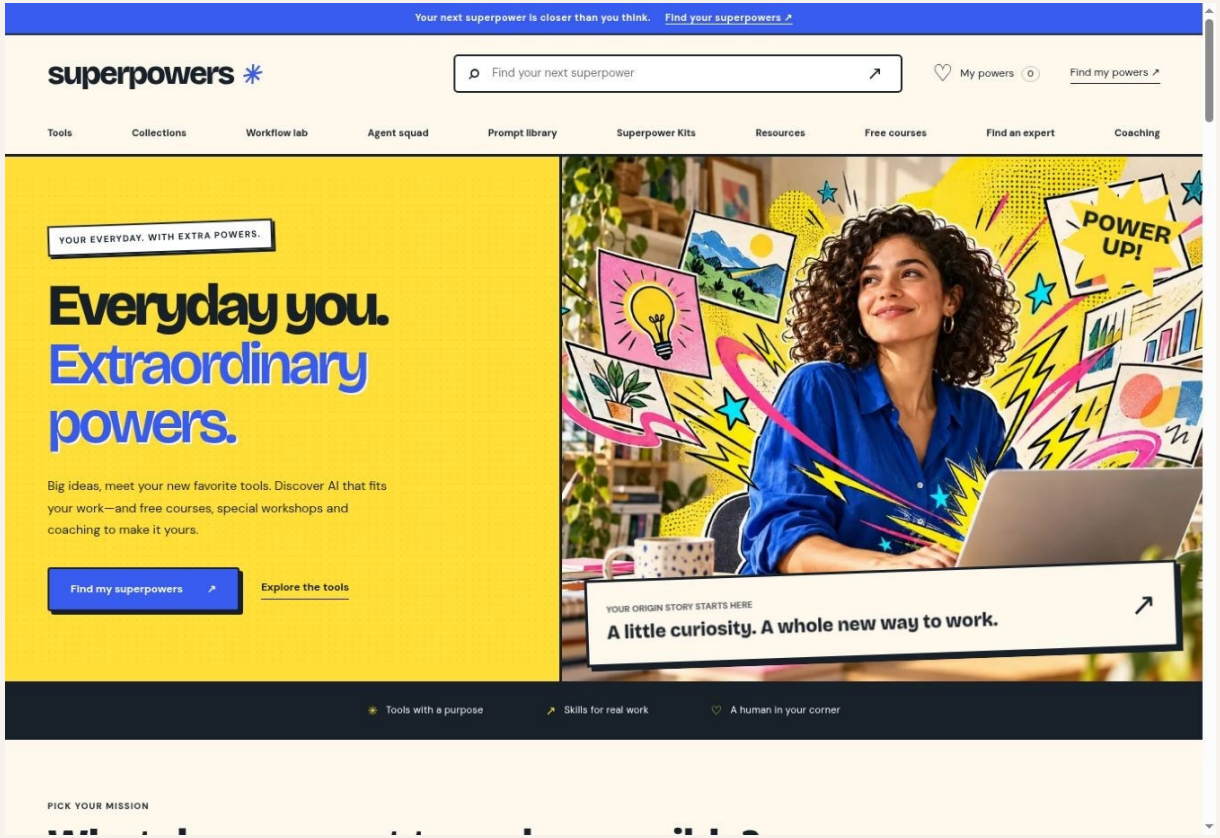
Helping people choose AI tools and turn them into practical ways of working.

Tool discovery, guided missions, reusable prompts and human training support.

579
listed tools

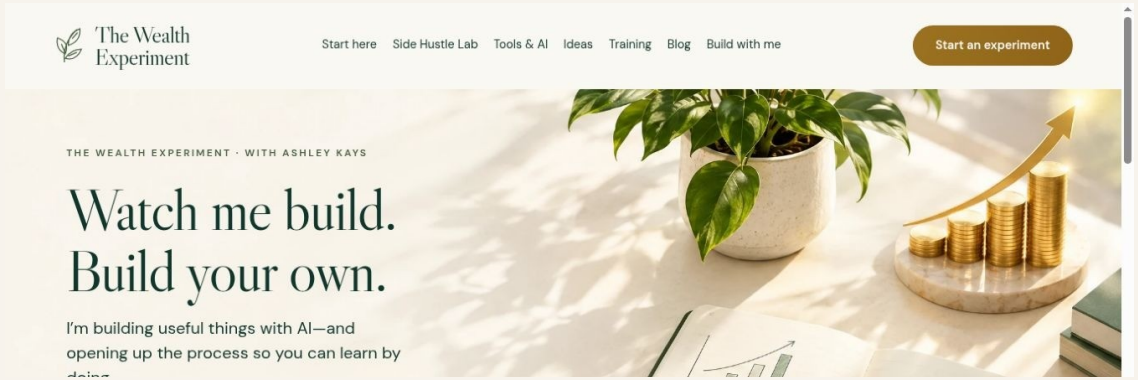
30
practical tasks

20
guided stacks

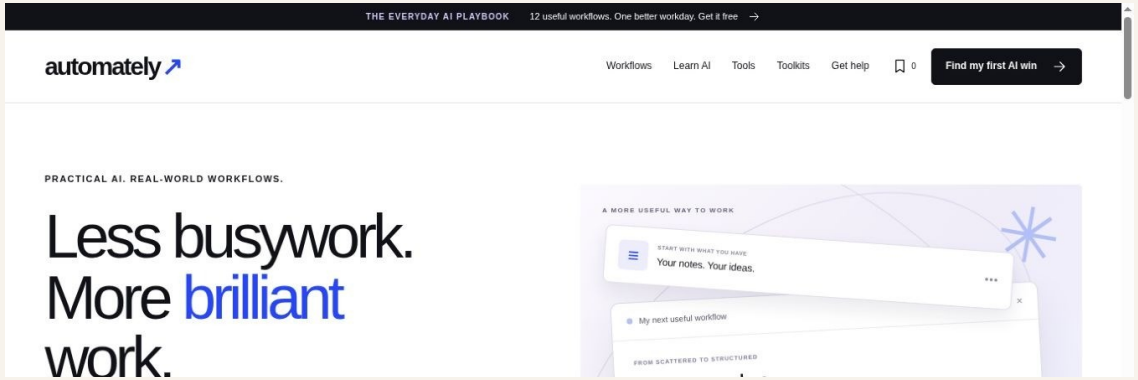


Explore AI Superpower

Founder-built ventures



[The Wealth Experiment]



[Automately]



[Outcome Driven]



[MyWishbook]

EDUCATION & AI ENABLEMENT

Teaching people to do the work

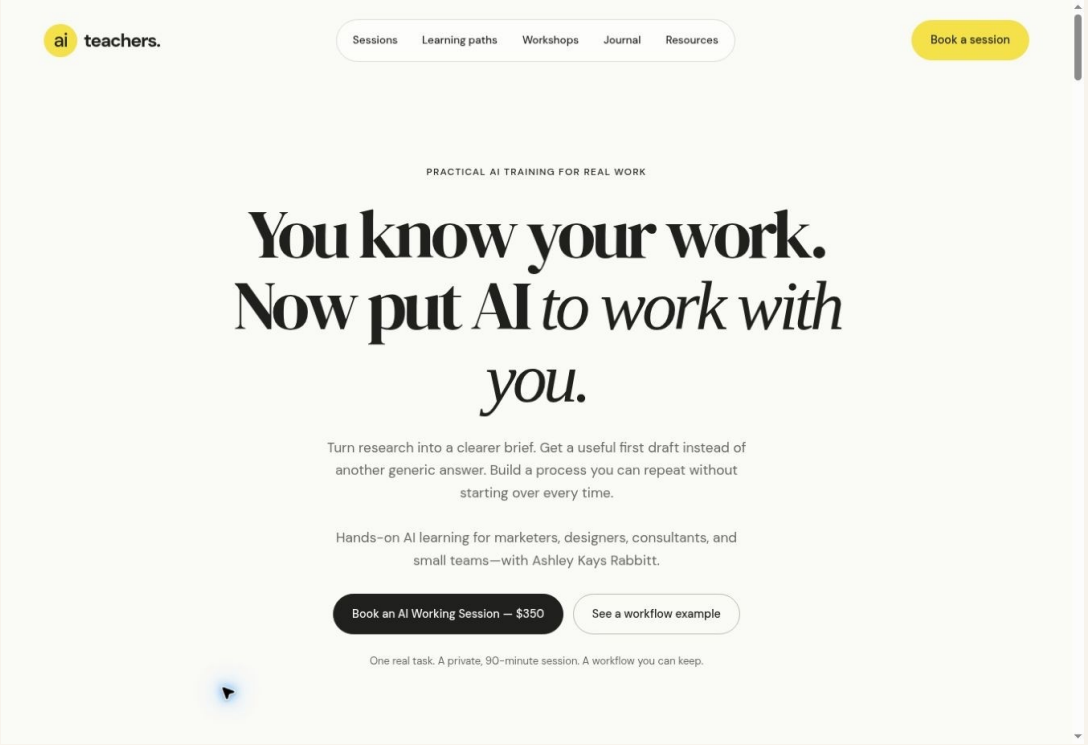
THINKFUL

Custom curriculum for UX Design and Data Engineering programs.

FLATIRON SCHOOL

Product Design instruction, guided practice, and feedback.

Also: Front End Engineering training for Grow Financial



Applied AI workshops & custom programs

How I turn research into decisions

01 Frame the decision

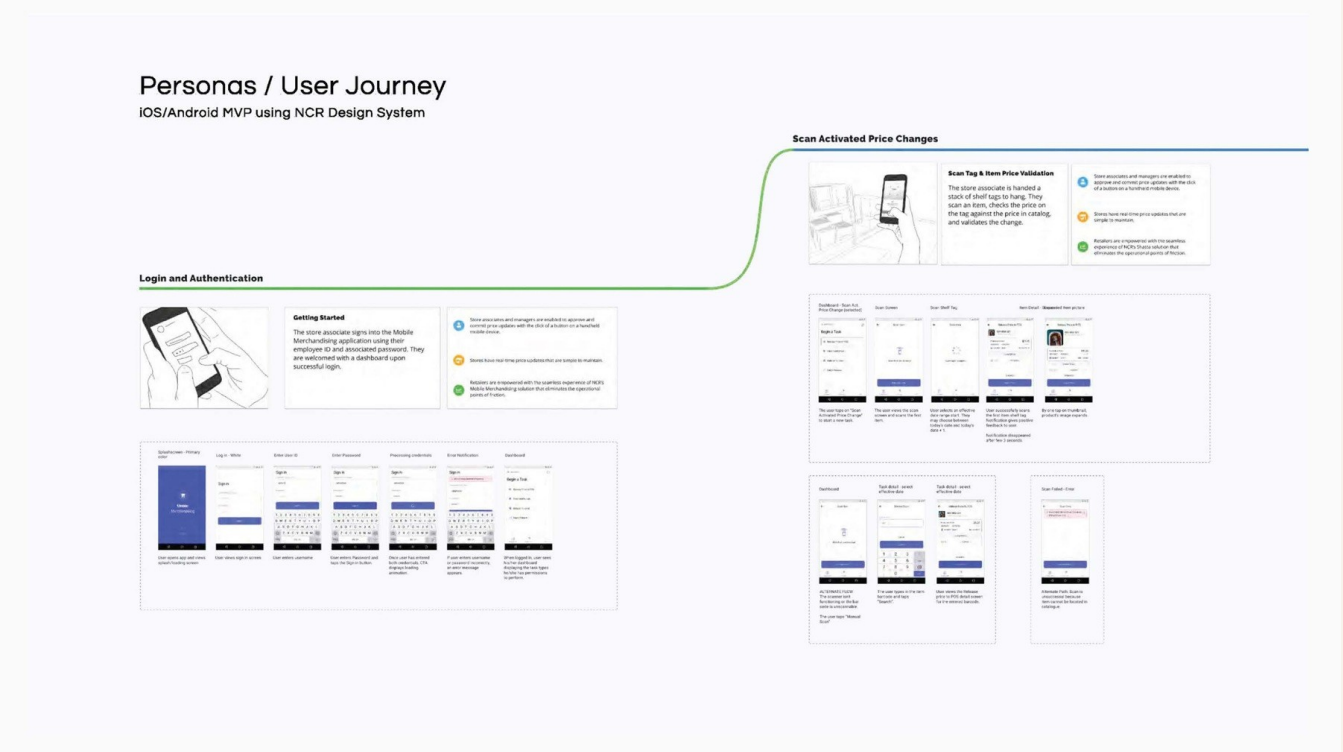
Define the user goal, business question, and evidence needed.

02 Observe real behavior

Study tasks, hesitation, workarounds, and adoption barriers.

03 Test the next improvement

Prototype, validate, prioritize, and follow through after release.



Original NCR personas and user-journey work

Leadership across complex programs

DISNEY

$8M

BI & data warehouse project

Within a $40M+ Oracle Retail program supporting 18,000 users.

NCR

$100M+

Financial-services engagement

Managed the largest financial design project within the engagement.

NERDS AGENCY

Founder

Growth & client delivery

Led digital transformation work for enterprise, startup and nonprofit clients.

Scope, stakeholder alignment and coordinated delivery across disciplines.

A clear path through delivery

I make the work understandable, reviewable and ready for the next owner.

01

Scope & success

Define the problem, deliverables, constraints and measures that will guide decisions.

02

Plan & align

Set priorities, owners and review points. Surface dependencies before they block progress.

03

Deliver & review

Coordinate disciplines, make decisions visible and test the work against agreed criteria.

04

Launch & hand over

Confirm readiness, document the next steps and connect delivery to measurement.

ASHLEY KAYS

Let’s make the next important thing work.

Product leadership. Customer experience. Growth. Applied AI.

Explore the portfolio