

Making the internet beautiful for everybody.

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

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

info@ashleyling.com
+61 411 664 393
Melbourne, Victoria
Australia

My mission? To ensure no one is left behind in the digital world.

As a design leader at Australia's largest telco, I led a team of 20 rockstars who set out to make a difference in the lives of 2 million Aussies by providing easy access to the internet - because let's face it, it's a fundamental human right.

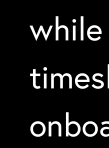
I get shit done, building high-performing teams that deliver big results. With 18 years of diverse industry experience from engineering to fashion, retail to telecommunications - I'm up for any challenge.

But my focus isn't just on work, it's on people. I have a natural talent for building strong relationships, creating a culture of greatness and helping my team discover their strengths to achieve their full potential.

Because together, we can change the world.

Experience

July 2022 - March 2023



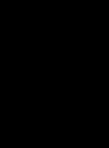
Head of Digital Experience

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 more 100%, recruiting 9 new roles in just 4 months.
- Established team OKR-A's aligned with business objectives for FY23 and played a key role in driving the customer experience north star strategic direction and future roadmaps of the Digital function.
- Ensured quality control and accountability for the end-to-end experience design of our website and app, validating UX initiatives through data-driven usability testing and research.
- Implemented design rituals and ceremonies, such as weekly Design Clinics, Design + Dev Jams, retros and stakeholder showcases.
- Created career pathway frameworks and development plans, while managing operational administration including timesheets, contracts, purchase orders, software licensing, onboarding and offboarding.
- Established and nurtured relationships with external partners, such as consultants, talent recruitment and creative agencies.
- Managed design resource capacity for agile sprint delivery in product teams using effective traffic and workflow coordination in JIRA.
- Led strategic initiatives for digital accessibility and inclusion, including training, remediation and advocacy building, with a robust understanding of the WCAG 2.1 guidelines.
- Landed the Belong x [Be My Eyes](#) partnership, the first global telco partnership of its kind.
- Project managed the first formal AA Accessibility Audit of our digital assets, resulting in the Belong App 100% AA compliant.
- Contributed Belong's statement of commitment to the [Telstra's Accessibility and Inclusion Action Plan \(FY23-FY25\)](#).

July 2019 - July 2022

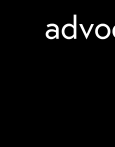


UI and Production Lead

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.
- Standardised the company wide commitment to accessibility and published the company's first public [Accessibility & Inclusion statement](#) in 2020.
- Belong's accessibility uplift earned us the distinction of being nominated as a two-time finalist for the [Australian Access Awards](#) in 2021.



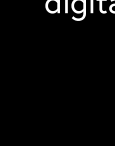
November 2018 - July 2019

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:

- Designed [Telstra's first AI virtual assistant Codi](#) in partnership with IBM's Watson technology to assist customers with support queries to reduce call centre volume and scale up digital first self serve messaging services.



April 2016 - December 2016

Art Director

MJW Hakuodo



March - December 2015

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 Igrand](#), [Konica Minolta](#) and many more.

Experience Pre-2017



Freelance Senior Graphic Designer

Affinity, Sydney, Australia
November 2014 - February 2015



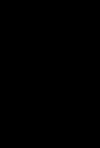
Senior Designer

Studio Popsicle, Sydney, Australia
January - November 2014



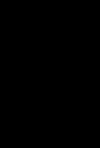
Freelance Graphic Designer and Product Stylist

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



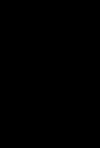
Belong Leadership Program 2022

The University of Melbourne



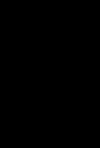
Digital Accessibility 2018

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

[The Pyjama Foundation](#)
Helping kids in foster care achieve their dreams.
2019 - Today

Design Mentor

[ADP List](#)
To inspire powerful conversations and collaborations.
2023 - Today

Panel Speaker

#grindyourgears
[A11y Camp 2022](#)
Australia's premier conference on accessibility.

References

Available on request.