ash hopkins

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+1 717 . 701 . 2690

/ experience

IBM

Nov 2025–present | Remote (ME), EST

Staff Product Designer
Owned design direction for critical integration points for the DataStax NoSQL products' transition during IBM acquisition. Completed a two-sprint MVP to validate execution feasibility and viability for an agentic chat and generative UI data exploration experience built on a multi-data convergence layer.

DataStax

Mar 2021–Nov 2025 | Remote (CO, ME), EST

Staff Product Designer, Senior Product Designer
Led product design for DataStax's NoSQL Astra DB, Streaming, and Search products. Focused on simplifying complex developer workflows, evolving core platform experiences, and aligning design with scalable, cloud-native architecture. Partnering closely with engineering, PM, and GTM to shape roadmap priorities and drive product clarity across teams.

Markit / IHS Markit / S&P Global

Mar 2015–Mar 2021 | Boulder, CO

Senior UX Designer, Mid-level UX Designer
Shaped research, design, and iteration on complex, high-stakes workflows across international and domestic investor and financial advisor jobs-to-be-done. Simplified trading and account management experiences across web and mobile, reducing friction in onboarding and compliance workflows, and created interfaces that supported sophisticated financial problems. Partnered closely with PM, engineering, and in-house client design teams to ensure designs met international regulatory, accessibility, and performance needs.

certifications

|
|__ Certified Professional in Accessibility Core Competencies (2021-2024)

skills

|
|__ product design + strategy
|__ metrics-driven outcomes
|__ design leadership + collaboration
|__ design craft + execution
|__ design systems
|__ rapid prototyping
|__ dev tooling experience, SaaS
|__ ai interaction + prompting
|__ print design
|__ design mentorship

tools

|
|__ figma suite
|__ cursor
|__ warp
|__ github
|__ chat gpt
|__ confluence suite
|__ adobe suite
|__ google workspace
|__ microsoft office
|__ touchdesigner

career growth

|
|__ Staff Designer: Influence & Lead as an Individual Contributor, Maven (2025)
|__ Information Visualization MOOC, Indiana University Online Data Science Program (2018)

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Along Design Co.

Aug 2011–Apr 2014 | Freelance, MST + EST

Sole proprietor, Freelance Graphic + Web Designer
Specialized in branding and identity, partnering with clients ranging from small, independent, women-owned businesses to larger consumer brands like Popsockets. Led the creation of cohesive visual systems, web design, and business collateral + packaging that reinforced each brand's voice and drove consistency across digital and print experiences.

/ education

Rocky Mountain College of Art + Design

Denver, CO

Bachelor of Fine Arts in Graphic Design
Magna Cum Laude

Penn State University
Harrisburg Area Community College (HACC

State College, PA / Harrisburg, PA

Undergrad, Graphic Design major