

Ashley Porciuncula

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Professional Summary

Over the last 15 years of my career, I've been a designer, developer, product owner, engineering manager, and consultant. I've been busy creating lovable products, forward-looking business strategies, and processes that produce real results. I've built and led teams that are empowered and inspired to do their best work.

I'm adept at managing complex projects from end-to-end, building and managing high-performing multi-disciplinary teams, and identifying and realising business development and process improvement opportunities. I bring proven skills in strategic planning, scheduling, financial management, negotiation, recruitment, training and staff development.

I put my heart into being a dedicated, adaptable, and personable leader while maintaining a proactive, analytical, and results-driven approach. I have built a reputation for rapidly delivering pragmatic solutions to complex challenges, and establishing enduring and productive relationships with internal and external stakeholders.

Co-Founder & CEO

Orbital, Bristol UK

2020 - 2023

- 🏆 Achieved an outstanding reputation among users for customer service and product quality
- 👉 Hired and directly managed nine employees across technical, marketing, and operational roles
- Established company and held all-inclusive operational management, providing users with an innovative, all-in-one communication space builder for remote and hybrid teams.
- Built and led an exceptionally high-performing, multi-disciplinary team across four countries, including technical, marketing and operational staff.
- Held full responsibility for hiring, team leadership, budget and runway, product development, quality assurance, product delivery, marketing, pricing strategy, compliance, grant applications, and more.
- Raised and closed two investment rounds within 18 months, generating £320k of SEIS/EIS funds.
- Built an outstanding reputation among users for customer service and product quality, as reflected by a 5-star rating on Product Hunt and 4.6-star ratings on Capterra and Trustpilot.
- A range of notable organisations utilised the product, including Google, PwC, Huboo, Slite, Ghost, Northwestern University and Carnegie Mellon.

Fractional Operations and Creative Consultant

2015 - 2021

- Providing consultancy and hands-on experience in operations, delivery, and design for a diverse range of B2C and B2B companies, from tech startups to Fortune 500 corporations.
- Clients have included Shazam, Nokia, Pfizer, AWS, ADP, European Space Agency and Big Robot Games.
- Key focuses include product strategy, development management, go-to-market planning, feature review, product-market-fit testing, growth-focused design, user research, market analysis, road mapping, and prioritisation workshops.
- Designed and delivered workshops on gamification and design thinking for several clients, including a startup accelerator run by Stanford University's Professor of Entrepreneurship.
- Wrote articles about leadership, entrepreneurship, and design for publications including Thrive Global, Adobe, and Forbes.

Chief Product Officer and Operations Consultant

Real Vision, New York City (Remote)

2021 - 2022

- 💰 Led product team facilitating \$12.5M in new recurring revenue

Chief Product Officer and Operations Consultant (continued)

- Led product team throughout a new portfolio product's design and implementation phases, facilitating \$12.5M in new recurring revenue. Responsibilities included project planning, reviewing designs, driving development and testing schedules, and providing final product sign-offs.
- Drove the expansion of the Product team and the comprehensive transformation of processes around internal stakeholder communications, road mapping, strategy and delivery operations.
- Turned around significant issues regarding cross-departmental communications and relationships. Completed psychological safety assessments, interviews and meetings, and coached individuals and teams in implementing systems to build and maintain positive and productive relationships.

Chief Product Officer and Development Manager

Cosound, Bristol UK

2020 - 2021

- 📈 Achieved 200% increase in user retention while pivoting from web to mobile
- ★ Maintained a 4.9 average app store rating and exception standard of user satisfaction
- Held end-to-end operational and technical leadership for the product development and delivery lifecycle.
- Responsibilities included product strategy and management of the development team and spearheading the development and execution of growth strategy.
- Personally designed a custom content management system and innovative algorithms to encourage, quantify, and reward community engagement.

VP of Product & Head of Development

huggg, Bristol UK

2018 - 2019

- 📈 App purchases increased by over 300% in six months
- 💰 Built and launched B2B digital product resulting in a 440% increase in sales
- 🚀 Recognised as a leader of one of Forbes' Magazine's "Startups to Watch"
- Held end-to-end operational and technical leadership for the design, development and delivery lifecycle of all portfolio products.
- Recruited and led a highly productive, engaged, and diverse team including developers, product owners and designers.
- Worked closely with the CEO and COO to grow staff from 3 to over 30 in less than 18 months.
- Grew B2C purchases by over 300% through new product offerings and process improvements.
- Delivered 440% sales growth via utilising low-code methods to personally develop and launch 12 test products, including the company's first B2B sales platform.
- Achieve #2 ranking in the iMessage app store Food & Drink category.

Head of Product & Lead Designer

Zoetis, London UK

2012 - 2015

- 🌐 Researched, planned, designed, and released nine web and mobile products into the B2C health market
- 🌐 Implemented software development best practices and Agile development procedures on a global scale
- Led product and design for the Centre for Digital Innovation. Product ownership and design for a suite of nearly 20 mobile applications, webapps. Translated new business model concepts into functional, globally-adopted digital products alongside internal and external stakeholders.
- Wrote user stories and technical specifications for all digital products within the CDI. Managed backlog and delivery for internal developers and outsourced development teams. Performed occasional front-end and mid-tier engineering tasks to ensure cross-product consistency.

Head of Product & Lead Designer (continued)

- Advocated for software development best practices across the broader business. Led global initiative to migrate development specification and workflow into JIRA/Confluence. Directed a regional initiative to bring assets into an internal codebase while introducing agile development methods to a previously chaotic environment.
- Developed detailed Brand Guidelines for each product to support international product releases, empowering agencies in creating on-brand marketing materials. Guidelines contained logo usage, fonts, colours, archetype and copywriting voice, web UI and more. Created all downloadable assets and templates for Adobe XD, Sketch, After Effects, and a responsive HTML/CSS UI kit.

Contract UX Consultant & Front-End Developer

Amazon Web Services, Palo Alto California



2013

- Temporary contract for UI design and development of Amazon WorkDocs, formerly Amazon Zocalo.
- Completed a pre-launch assessment of the user experience and prioritisation of necessary improvements.
- Personally refactored a large percentage of the UI code, including full conversion of the existing desktop interactive website to responsive design.

Senior UI Developer & Front-End Lead

SendMe, San Francisco California

2010 - 2012

-  Created a reproducible front-end system for releasing landing pages, reducing time-to-market by over 80%
-  Redesigned Shazam partner landing page flow, resulting in a 72% increase in conversion
- Led the integration of front-end from new product acquisitions and streamlined merging processes, part of a 66% increase in revenue for primary applications.
- Monitored conversion rates for partner flows. Designed and implemented a refactor of landing page flows for a partnership with Shazam, swiftly resulting in a 72% increase in monthly product subscriptions. Designed and iterated on many of the company's web products and mobile applications.
- Developed a system for easy and secure duplication of landing page flows and microsites, lowering development time for most reproducible tasks by up to upto 80%.

Education and Qualifications

Gamification, Stanford University & The Wharton School, Certificate (2022)

Cognitive Psychology, University of York, Certificate (2022)

Master Professional Coach, Transformation Academy, Certificate (2019)