

ASHLYN DAVIS

M.S. DESIGN THINKING AND INNOVATION

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PROFESSIONAL OVERVIEW

Senior UX designer and systems thinker with 9+ years of experience building workflows, tools, and creative systems that drive operational efficiency and scalable execution. Currently leading a suite of AI-powered tooling at Tyson Foods—including an internal AI creative platform that scales brand content across shopper marketing, social, email, and retail media channels, and Compass, a high-priority business optimization product. Proven ability to research complex problems, design repeatable processes, and communicate insights that drive alignment across Brand, Product, Digital, and cross-functional partners. Brings deep expertise in systems thinking, iterative design, and translating strategy into efficient, scalable execution. Master's in Design Thinking & Innovation.

WORK EXPERIENCE

Tyson Foods | Senior UX Designer 6/2025 - Present

- Leading development of an internal AI-powered creative platform enabling in-house content generation and versioning across brands—reducing agency dependency and accelerating speed-to-market for shopper marketing, social, email, and retail media channels.
- Serve as operational connector between Brand, Digital, and cross-functional stakeholders on Compass, Tyson's second-highest priority product—driving alignment on workflow design, intake processes, and execution timelines across teams.
- Conducted discovery research that secured executive buy-in for Compass by translating operational insights into clear business cases—demonstrating measurable impact on efficiency, cost reduction, and cross-functional alignment.
- Provide day-to-day leadership and mentorship to junior designers, fostering operational excellence, continuous improvement, and cross-functional collaboration across the organization.
- Established governance documentation and standards for the Tyson Design System, ensuring consistent implementation across engineering and product teams—creating scalable, repeatable processes that reduce rework and improve execution speed.

SupplyPike/SPS Commerce | Senior UX Designer 7/2024 - 6/2025

- Drove operational and design strategy for the fastest-growing product at SupplyPike, scaling execution across cross-functional teams and generating \$2.8M in ARR within two years of launch.
- Mentored 3 UX interns through structured development programs, all of whom converted to full-time roles—demonstrating ability to build team capability and foster a culture of continuous improvement.
- Governed design systems across a portfolio of 8 products, establishing scalable standards and repeatable processes that ensured consistency and reduced redundant production work across teams.
- Served as operational connector in strategic discussions, influencing priorities and driving cross-departmental alignment between product, marketing, and business stakeholders.

SupplyPike | UX Designer 11/2021 - 7/2024

- Designed and managed end-to-end intake and validation workflows, creating interactive prototypes to align cross-functional teams on scope, reduce rework, and accelerate execution timelines.
- Led discovery sessions to evaluate incoming project requests, define scope, and determine the most efficient path to execution—balancing resources, timelines, and stakeholder priorities.

- Synthesized research findings and communicated insights to cross-functional teams and client stakeholders, driving informed decision-making and ensuring efficient, aligned execution.
- Partnered with project managers to align product execution with marketing initiatives, contributing to channel-specific content and ensuring consistent messaging across product pages and social announcements.

ArcBest | UI Designer

10/2018 – 12/2021

- Drove creative execution and brand growth across digital channels including mobile, paid ads, landing pages, and brand campaigns—scaling content production across multiple marketing surfaces simultaneously.
- Led creative production for a mobile app launch that surpassed 500,000 users within the first month—delivering assets at speed and scale to support rapid go-to-market execution.
- Drove a full creative overhaul of UPack.com, resulting in a 30% revenue increase and 72% rise in online bookings within the first year—demonstrating direct impact of creative and operational decisions on marketing efficiency.
- Built the company's first design system from scratch, establishing scalable standards and governance processes across products and marketing—streamlining production, reducing inconsistency, and enabling faster execution at scale.

ArcBest | Support Specialist

1/2018 – 10/2018

- Collaborated with vendors to source replacement components and resolve complex issues, ensuring smooth operations and customer satisfaction.
- Resolved product and service concerns, driving customer retention and contributing to sales growth through exceptional support.
- Maintained detailed documentation of support interactions, preserving valuable insights for future reference and enhancing team analysis capabilities.
- Served as a liaison between clients and development teams, ensuring timely and effective communication during critical incidents to meet client expectations.

EDUCATION

John Brown University Siloam Springs, AR Master of Science, Design Thinking & Innovation	2021
John Brown University Siloam Springs, AR Bachelor of the Art, Graphic Design	2017

PROFESSIONAL SKILLS

Design & Creative: Figma, Adobe Suite, UX/UI Design

Operations & Workflow: Workflow Design & Optimization, Scalable Content Systems, Project Intake & Prioritization

Methods & Approach: Systems Thinking, Design Thinking & Iteration, User Research & Discovery

Tools & Platforms: Jira, Front-End Development (HTML, CSS, JavaScript)

PROFESSIONAL DEVELOPMENT

Meta Front-End Developer Professional Certificate (Coursera)	2025
IBM - Enterprise Design Thinking Co-Creator	2022
IBM - Enterprise Design Thinking Practitioner	2022
Nielsen Norman Group - UX Certificate	2019