

Ashlee McCurdy

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ashleemc.com

Experience

Digital Manager @ BCG

Jul 2025 to present; Atlanta, Georgia

Secures and scopes design engagements; leads designers through wide-ranging phases of digital product creation for internal and external clients; collaborates closely with client stakeholders, engineers, content strategy, and other designers.

Senior Digital Designer @ BCG

Mar 2023 to present; Atlanta, Georgia

Led designers through wide-ranging phases of digital product creation for internal and external clients; Designed digital products hands-on in partner with Visual Designers, Content Designers, and Engineers.

Senior Designer @ Radical Design Co.

Apr 2022 to Jan 2023; Atlanta, Georgia

Led and supported agile teams in research and design for customer-forward digital experiences and user experience strategies. Focused on both bringing clarity to the abstract big-picture and perfecting the beautiful, tactical details.

Senior Visual Designer @ Fjord

Nov 2021 to Apr 2022; Remote

Held multidisciplinary roles and lead designers through a full range of user-oriented design processes and methodologies, including research and discovery, interaction prototyping, detailed design, and development collaboration.

Education

BFA Graphic Design, 2017

Savannah College of Art and Design (SCAD)
Savannah, Georgia

Skills

Creative

Design research planning and execution, user experience strategy and design, interaction design processes, user interface design, design system management, brand and identity development, information and data visualization

Tools

Figma, Sketch, InVision, Jira, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Premiere Pro, Miro, Mural, Slack, Keynote, Zoom, Google Workspace, Microsoft Office

Volunteering

Graphic Designer @ CreativeMornings

March 2021 to present; Remote

Creates visual campaigns to support virtual events for the world's largest face-to-face (or, webcam-to-webcam) creative community
