Ash Brown

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I build and lead design organizations that create business value through clearer strategy, stronger product decisions, and better enterprise experiences. I use product design to align teams, reduce complexity, and turn user insight into practical, measurable progress for the business.

Professional Experience

Bloomberg L.P. – Global Head of User Experience | 2022–2026
New York, NY

Led UX for Bloomberg's flagship Terminal and AI initiatives across Web, Mobile, and Desktop platforms used by 360K+ global finance professionals. Oversaw 160+ designers, researchers, and visual experience specialists across three business lines (Data, Terminal, Enterprise Products).

- **Established UX as a core driver of AI product strategy** by launching the AI Opportunity Toolkit and AI Pattern Library across 10+ teams.
- **Improved speed, clarity, and perception of innovation across Bloomberg's core platform** by directing the Terminal Evolution initiative and redefining its architecture and aesthetic.
- **Reduced redundant patterns by 30% and strengthened design-system alignment** by unifying design strategy across Mobile and Terminal.
- **Expanded UX leadership capacity and delivery velocity** by scaling the organization from 92 to 167 and introducing new leadership tiers, accountability models, and operating frameworks.
- **Strengthened design visibility, culture, and cross-discipline advocacy** by introducing UX Week with 1,000+ attendees and UX Town Halls with 400+ participants.
- **Connected UX more directly to business outcomes** by centralizing UX Research and developing qualitative impact models to measure design influence.

Bloomberg L.P. – UX Design Lead & Manager Enterprise Products | 2018–2022
New York, NY

Led UX for Bloomberg's Enterprise Products business, a $500M+ portfolio at the intersection of trading, portfolio management, and analytics. Oversaw design and research strategy as well as delivery across multiple cross-functional teams spanning Product, Engineering, and Research.

- **Strengthened revenue-critical products** by directing design for PORT Workspace, Portfolio Trading Basket Builder, EMSX, and Trade Automation. Used by 50K+ enterprise clients.
- **Shaped multi-year business roadmaps** by creating a UX engagement model integrated with business planning and first deploying it across Sell-Side.
- **Supported a major post-acquisition migration milestone** by defining the experience strategy for PORT Workspace, transitioning 5K+ Barclays Point users to Bloomberg's modern platform while reducing dependency on the legacy system.
- **Improved engineering alignment and execution clarity** by redefining EMSX workflows and documentation, credited by technology leadership as the most actionable in years.

- **Informed executive portfolio strategy for a new product opportunity** by concepting Cash Problem Resolver and translating UX research into a clear business case.

Bloomberg L.P. – Senior Interaction Designer | 2015–2018
New York, NY

- **Improved speed, reliability, and usability across revenue-critical trading workflows** by modernizing core experiences for Fixed Income Trading and STP systems serving 35K+ users.
- **Reduced middle-office task time from hours to minutes for 3K+ users** by redesigning an exception-management system into one streamlined experience.
- **Achieved full adoption of the redesigned FX Trading Grid under compressed release conditions** by leading rapid prototyping, resolving usability issues during testing, and guiding the product through launch despite no pre-build user testing.
- **Raised design quality and strengthened team confidence across 8 UX teams and 30+ designers** by instituting a structured critique model that created positive, outcome-driven feedback forums.

Murex S.A.S. – Senior Interaction Designer | 2011–2015
Paris, France

Founding member of Murex's UX team, driving usability and design standards for a trading platform used by 35K+ professionals at 60+ global institutions.

- **Improved execution speed on revenue-critical trading workflows** by optimizing 30+ interactions across the flagship pricing and trading platform.
- **Strengthened reliability and reduced operational risk** by delivering 75+ design improvements.
- **Scaled design capability across Product and Engineering** by creating a four-step UX training program adopted by 100+ PMs and engineers.

Murex S.A.S. – Senior Back Office Implementation Consultant | 2007–2011
New York, NY

Scholastic Inc. – Product Manager | 2005–2007
New York, NY

Education

University of Edinburgh MSc, Psycholinguistics (Distinction) | Masters Thesis: "How People Talk to Computers: Accommodation Behavior in HCI."

Stanford University BSc, Symbolic Systems (Honors) | Honors Thesis: "Persuasive CALL: Using Persuasion to Make Computer Assisted Language Learning More Affective."

Speaking & Leadership

External UXDX, '25 | CHI '19, '22 | Rosenfeld Research, '22 | DesignOps, '20

Internal Bloomberg AI Town Hall, '25 | Product, Engineering, UX Town Halls '22-'24 | President, Bloomberg Toastmasters, '16-'18