

Myles Ashitey

Professional Summary

Product designer (MFA, Parsons) with a creative strategy background at TikTok and Universal Music Group. I've taken projects from interviews and usability tests through visual systems and working React Native builds.

Location New York, NY **Email** mylesashitey@gmail.com **LinkedIn** LinkedIn **Portfolio** mylesdesignsthings.com

Independent Work

Fresh Greens 2025 - 2026
Solo Designer & Engineer
Working React Native prototype for Black drivers, designed and built solo. Uses a three-layer architecture, reserved-color signaling system, and accessibility features: WCAG dash-pattern encoding, dynamic type, and VoiceOver support.

UnderstandingFAFSA Feb 2025 - Present
Product Designer
Newsletter redesign for a nonprofit navigating financial aid. Built modular Figma to Mailchimp templates with locked-vs-swappable rules so a non-designer founder could ship on-brand without a designer in the loop. With one collaborator, compiled and evaluated 120+ newsletter examples across four criteria to ground the redesign. The first redesigned send had an observed 52.6% open rate with Mailchimp Privacy Protection excluded.

Navi Jan - Jun 2025
UI/UX Designer
Graduate-studio concept for NYC neighborhood experiences. The team audited six travel platforms and reviewed 14 resident-survey responses. I synthesized the findings and created three research-informed archetypes using survey responses, platform audits, and secondary research. I later rebuilt the concept as a live component library and working booking flow.

Work Experience

Creative Strategy Assistant Aug 2023 - Aug 2024
Universal Music Group, Island Records
Owned music-video delivery across the Island Records roster: partnered with artist production teams pre-shoot to meet UMG's ingestion and monetization specs, managed deadlines and vendor handoffs (Vevo, Apple), ran Vevo release events, and handled last-minute re-ingests through high-pressure releases like Sabrina Carpenter's "Feather."
Coordinated a last-minute custom-merch rollout for charlieonnafriday on Tate McRae's tour: sourced the vendor and managed production-to-venue logistics with the artist's PM so custom jerseys hit each stop on show day.

Creative Strategist Intern May - Aug 2022
TikTok (ByteDance)
Pitched the "rabbit hole" creative concept for TikTok World 2022: an infinite-scroll-inspired immersive theme the team ran with, realized as a funhouse-style portal entry with interactive activations. Wrote Shopping Ads launch copy later reused across TikTok for Business e-commerce.

Creative Strategist Intern May - Aug 2021
TikTok (ByteDance)
Designed 3 of ~10 templates in TikTok's Dynamic Showcase Ads launch batch. Light Academia shipped in the launch library. I later learned through Global Creative Lab that American Eagle selected it. The format debuted at TikTok World 2021 and was later folded into TikTok's Video Shopping Ads.

Education

MFA, Design & Technology Aug 2024 - May 2026
Parsons School of Design

BA, Media Studies Aug 2018 - Dec 2022
Pomona College

Skills

Design End-to-end product & UX design · User research · Design thinking · IA · Prototyping · Interaction & visual design · Design systems · Typography · Accessibility (WCAG)

Tools & Build Figma · Adobe Creative Suite · After Effects · React Native · TypeScript · Expo · HTML · CSS · Claude