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anne mashimo

Technology Leader • AI Leader

Technology creates value. Strategy determines where that value compounds.
Enterprise AI product leader who thrives in ambiguity and builds clarity through strategy and execution. I turn vision into executive strategy, business needs, and technical realities to build scalable AI platforms and capabilities. Whether operating at 30,000-foot vision or 2,000-foot detail, I bring systems thinking, a bias for action, and a focus on building foundations where each investment strengthens the next.

EXPERIENCE

DIRECTOR, ENTERPRISE AI • AHEAD • 12/2025 – PRESENT
Lead product strategy and development for Astra, AHEAD's enterprise agentic AI platform, defining the vision, roadmap, product architecture, and operating model for reusable AI capabilities across enterprise use cases. Partner with executive, engineering, architecture, consulting, and product leaders to translate rapidly evolving AI technologies into a scalable platform strategy.

- Own product vision, strategy, roadmap, and prioritization for an enterprise agentic AI platform spanning agent runtime and orchestration, governance, observability, tools and skills, knowledge services, and developer experiences.
- Lead a cross-functional product organization across product management, UX, architecture, and engineering, aligning distributed U.S. and India teams around platform capabilities and outcomes.
- Defined a platform model where shared infrastructure, reusable services, and connected use cases compound value across the enterprise.
- Defined product and architectural boundaries with engineering, including runtime environments, agent orchestration, SDK and application interfaces, observability, administrative experiences, and reusable platform services.
- Established product operating practices designed for high-uncertainty AI development, including capability-based roadmapping, Kanban delivery, architectural decision frameworks, and innovative work processes.
- Translate executive strategy and emerging customer needs into platform capabilities, balancing near-term business value with the long-term architecture required for enterprise-scale adoption.
- Built a high-trust, high-autonomy team culture focused on technical excellence, rapid learning, accountability, and strong product-engineering partnership.

LEAD UX DESIGNER Business Transformation AI/Agents • AT&T • 09/2025 – 12/2025
Conducted business previews looking for AI and innovation opportunities within sales processes and systems.

SENIOR PRODUCT DESIGNER • PLAYON! SPORTS • 01/2025 – 08/2025
Lead Product Designer – NFHS Network (PlayOn! Sports)
Orchestrated and executed **end-to-end UX modernization** for a national high school sports streaming platform after a gap in design leadership.

- **Rebuilt the design system** for accessibility, scalability, and shared component use positioning for cross product alignment
- Conducted design reviews of designer work and **mentored** other designers
- Aligned **UX needs with development and business goals**
- Set the UX foundation that enabled marketing to apply brand updates without rework of core design system
- Introduced phased implementation and component strategy to support **continuous modernization** of platform
- **Led iOS app redesign** and implementation
- Shipped the platform’s largest UI update to date
- Drove **9.5% lift in conversion** and **6.6% ARPU increase** from one research-backed design change

SENIOR UX DESIGNER • INVESCO • 02/2024 – 01/2025
Promoted to lead UX and product strategy for Invesco’s GenAI platform, **owning platform design**, feature roadmap, and performance outcomes. Set **UX vision across squads**, aligned strategy with firmwide AI goals, and drove discovery. Mentored junior designers and PMs. Guided cross-functional execution and **influenced executive direction**.

- Elevated GenAI platform and chatbot from basic tool to **enterprise solution** through **continuous research and iteration**
- Defined a differentiated UX **roadmap addressing unmet needs and market gaps**
- Wrote and tested **system prompts** for 2 key features bridging novice and expert usage
- **Boosted adoption** chat-based platform using an 80/80 model and user-driven feature prioritization
- Improved product quality by **facilitating cross-functional ideation** and aligning teams around **outcomes not outputs**.
- Raised the **NPS** score for the internal GenAI platform by **24 points in 3 months** with research-based improvements.

- **Directed design thinking and execution for all Invesco Gen AI initiatives.**
- **Defined the boundaries, MVP scope, and execution for the largest GenAI initiative** which enabled AUM growth from **$2.2B to $9B+** for just one team, cutting task **cycles by 7 days**, and driving strong user satisfaction with **no UI changes needed in first year and a half.**
- Shaped the **Generative AI strategy with leadership** for direction uniquely tailored to Invesco's goals.
- Aligned product development with **market trends and user research**, enabling 70% of users to solve 70% of their problems with out-of-the-box features.

UX DESIGNER, SIP (AI + INNOVATION TEAM) • INVESCO • 12/2021 – 02/2024

Advanced UX maturity and strategy and enacted AI-enhanced workflows, user-centered research, and high-fidelity prototyping. Led user persona and journey map creation to **align stakeholders and guide development**. Transformed inconsistent design into a **cohesive, modern system** across products with product and tech teams.

- Established and **streamlined design ops** processes and accelerated design iteration by implementing best practices into UX strategy.
- Integrated AI tools into workflow to boost efficiency and focus on high-impact UX activities
- **Unified design system** via Sketch, Figma, and developer-aligned Storybook components
- **Rebranded global innovation program** to update brand and scale
- Spearheaded **business-wide innovation sessions** to create tools and processes that improved efficiency, cut staffing needs, and expanded AUM capacity without added resources
- Established responsive design frameworks to ensure consistent user experiences across **responsive apps**.
- **Co-developed AI education** content with Head of Data Science; oversaw video production to align messaging and design intent

UX/UI DESIGNER • FREELANCE ROLES • 11/2020 – 11/2021

Delivered UX/UI solutions that balanced functionality and visual appeal, aligning design, business, and marketing goals.

- Redesigned nonprofit site for accessibility, brand consistency, and content manageability
- Increased conversions through stakeholder interviews and targeted UX updates
- Set up CMS and Airtable databases to support client-managed content
- Expanded services into marketing, creating promotional content and business-aligned goals

PREVIOUS EXPERIENCE

Includes Web & Brand Consultant for Intelesto. Partnered with small businesses to elevate online user experiences and visual communication.

SKILLS

UX Leadership and Strategy | Product Design | Product Management | Product Design | Interaction Design | User Interface Design | User Research | User Testing | Prompt Engineering | Journey Mapping | Customer Journey Analysis | Cross-Functional Collaboration | Stakeholder Engagement | Wireframes & Prototypes | User Personas & Stories | Design Thinking | Information Architecture | Usability Testing |Competitive Analysis | Market Research | Quantitative & Qualitative Research | Consumer Research | Data Analysis | Performance Metrics | Organized | Strategic | Creative | Effective Communicator | Self-Directed | Systems Thinking

TOOLS

Figma | Sketch | Illustrator | Photoshop | InDesign | After Effects | Premiere | Webflow | Airtable | Adobe Creative Suite

EDUCATION

- Master of Interior Design (MID), Corporate and Retail / University of Florida
- Bachelors of Science in Business Administration (BSBA), Marketing / University of Florida