



Marianne Ashton-Booth

Results driven professional with career-long record of design systems, product design and project management success for leading organisations.

Accomplished Senior Product Designer and UX Design Lead highly regarded for designing successful products and creating innovative solutions to complex business problems for prominent companies like CNN. Dedicated leader with a proven history of building and motivating high-performing teams. Organised and a keen eye for detail, with demonstrated ability to prioritise and manage multiple projects simultaneously. Leverage strong communication skills to foster long-lasting relationships with colleagues, clients, and stakeholders.

EXPERIENCE

CNN *London/Remote, United Kingdom*

Design Lead / Stellar Swarm 2.0

Current Position

- Selected to lead one of seven teams focused on completing the template renders of the section front, specials, and sponsored content pages that are to be powered by CNN's content management platform, Stellar, which will be used by the entire digital and editorial organisation to programme and publish CNN content globally to millions of users.
- Partnering with XF product and technology leads to finalize the end-to-end experience with front-end templates fully rendered utilizing the Vossi Design System.
- Elevating the consumer experience for loyal CNN audiences and establishing alignment where necessary for the 300 estimated URLs in RtR remit.

WEBSITE

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LOCATION

Doncaster, UK

CORE COMPETENCIES

- Design Systems
- Design Strategy
- Product Design
- Agile
- UX
- UI
- Team Leadership
- Collaboration
- Education

SKILLS / TOOLS

Design – Figma, Sketch, Abstract, Zeplin, Adobe Photoshop, Adobe InDesign, Adobe Illustrator, Adobe After Effects

Development – Github, Basic CSS/HTML

Delivery – Gitub, Jira

UX – Miro, Dropbox Paper

Presentations – Keynote, Google Sheets, Power Point

JULY 2016 –
PRESENT



Senior Product Designer / Vossi CNN Design System & Client Side CSS JS Team
Oct 2020 – Oct 2022

- Modernized CNN's Design System, Vossi, by assisting teams in building aligned templates for all cnn.com digital pages—i.e. articles, homepage, section fronts, etc.—within the new CMS platform, Stellar.
- Onboarded and educated new users, shared up-to-date guidance and specifications rooted in the design system libraries, revised components where required, executed UAT, and worked closely with QA and the engineering teams to ensure that the finalized templates aligned with and brought improved parity to the CNN Design System.
- Encouraged improved amount of component reuse on the leaf templates (articles, gallery pages, video pages, sub section pages) to remove design and technical debt.

Senior Product Designer & Product Owner / Vossi CNN Design System
Oct 2019 – Oct 2022

- Transformed the CNN Design System initiative to align with the company's new business goals.
- Collaborated with a small focused group to establish a vision and roadmap for the future of CNN's design system.
- Piloted the creation of design assets, authored component documentation, designed and tested a website repository, created the roadmap, circulated internal communications and newsletters, operated design system office hours and Slack channels, and completed regular research and user testing with internal users.

Senior Product Designer / CNN Design System 1.0 & Shared Web Capabilities
Jun 2018 – Oct 2019

- Established the foundations of the CNN Design System, by creating standards and foundations to remove design and technical debt across the CNN ecosystem.
- Partnered with engineers to establish a core set of components and patterns for unified cnn.com core site templates.
- Authored documentation and guidelines to accompany the component library as well as designed component specifications in Sketch & Abstract.

Senior Product Designer & Acting Art Director / International Premium Business
Jul 2016 – Jun 2018

- Redesigned and repositioned CNN Travel to market separately from the core news experiences on CNN, with the goal of establishing new avenues for revenue and sales as well as creating a new brand experience that could stand separately from cnn.com.
- Aligned objectives and bridged communications with the CNN Style team to help support the execution of the redesign and relaunch initiative.

FEB 2018
– PRESENT

Norwich University of the Arts *Norwich, United Kingdom*

Visiting Lecturer / Design for Publishing

- Assisted students with guidance and creative direction to help them execute the "Digital Interactive" project from start to finish.
- Planned and facilitated a series of workshops to guide and support students' personal branding and marketing strategies as they graduate into the highly competitive design world.



NOV 2020
– JUL 2021

Studio Marianne *Remote, United Kingdom*

Design System Consultant / Mark Porter Associates & Internazionale

- Offered guidance and framework for component breakdown, analysis, and a template approach for the company's web pages.
- Supported a small redesign/refresh of the client's digital experience by establishing foundations for the digital design system and iterating on existing templates and components.

FEB 2020
– APR 2021

The Intrapreneurs Club *Remote, United Kingdom*

Council Member

- Taught, mentored, and provided UX guidance to students in the digital course with The Intrapreneur Club.

MAR 2016
– DEC 2016

University of Lincoln *Lincoln, United Kingdom*

Visiting Lecturer / Graphic Design

- Facilitated portfolio refinement sessions, magazine and book critiques, and mentorship sessions for graduating students.

JAN 2016
– JUL 2016

Time Inc *London, United Kingdom*

Art Editor / Living Etc

- Coordinated with the Art Director to design the monthly interiors magazine.
- Executed a range of creative tasks, including content design, image repo/markup, and creating ready for print issues.

JAN 2016
– JUL 2016

Museums Association *Remote, United Kingdom*

Art Director / Museums Journal

- Partnered with the editorial team to design the monthly interiors magazine.
- Oversaw photography and illustration commissioning, content design, image repo/markup, and creating ready for print issues while meeting all deadlines.

OCT 2015
– DEC 2015

The Sunday Times *London, United Kingdom*

Contributing Art Director / The Sunday Times Magazine

- Collaborated directly with Simon Esterson and Matt Curtis to redesign The Sunday Times Magazine.
- Redesigned the entire magazine structure and layout.
- Introduced new typography treatments as well as photography and illustration approaches.
- Built "system first" with a library of pre-built components and page elements ready for the design team to utilise quickly and efficiently.



MAR 2015
– OCT 2015

Studio Marianne *London, United Kingdom*

Art Editor / Various Clients

- Completed freelance design work for a variety of employers, including BAM (Christies), Esquire, The Observer, Grazia, Women's Health, Unbound Life, Kerrang, FHM, Men's Fitness, and Pack'd Smoothies.

OCT 2013
– DEC 2015

Hearst *London, United Kingdom*

Deputy Art Director / Men's Health UK

- Built and redesigned the design toolkit for UK Men's Health magazine redesign project, resulting in 50% sales growth.
- Supported the magazine's on-going placement as one of the best-selling male lifestyle magazines.

JAN 2010
– OCT 2013

Esterson Associates *London, United Kingdom*

Senior Designer

- Planned and managed projects for multiple clients, including Museums Association/ Museums Journal, Publico, NZZ on Sonntag, King's College London, Valor Investe, Tate London, and Therapy Today.
- Spearheaded multiple redesign initiatives, design consultancies, and productions.
- Coordinated with Simon Esterson, Mark Porter, and Peter Robertson on the redesign of the Portuguese newspaper Publico as well as designed the Sunday supplement magazine, 2.
- Built toolkit libraries for the main newspaper and the Sunday supplement magazine. The libraries were tested and revised on-site in collaboration with news desk designers who were designing and using the libraries live while the project team made adjustments. The libraries had to be robust to match the speed of day-to-day news gathering yet enable flexibility for the supplement magazines that had more time for design.
- Launched the newspaper redesign and provided design consultancy and design toolkit to the Portuguese newsroom.

NOV 2009
– JAN 2010

Suburbia Agency *London, United Kingdom*

Graphic Designer / Spring Studios

NOV 2009
– JAN 2010

Conde Nast International *London, United Kingdom*

Graphic Designer / LOVE Magazine

2010

Esquire *London, United Kingdom*

Graphic Designer

2010

Blast, Zip Design & True North *London/Manchester, United Kingdom*

Intern

EDUCATION

2006
- 2009

BA (Hons) 1st – Graphic Design

University of Lincoln



REFERENCES

Gwen Sung

Director of Product Design - CNN Platforms

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Benjamin Weinberg

Senior Director of Delivery - CNN

benjamin.weinberg@warnermedia.com