



Francesca Ashley-Cooper

Senior Product Manager | Product Strategy | UX | Customer Experience | AI Product Development

francescaac@gmail.com • 083 358 0757 • Plumstead, Cape Town • chessac.co.za • www.linkedin.com

Senior Product Manager with 10+ years' experience leading SaaS products across Product Management, UX Design and Customer Experience.

Experienced translating customer problems into scalable product solutions through user research, design thinking, agile delivery and AI-enabled workflows.

Comfortable working across Product, Engineering, Marketing and Executive stakeholders while driving roadmap prioritisation, sprint delivery and customer adoption.

KEY SKILLS

Product

- Product Management
- Product Discovery
- Agile
- Sprint Planning
- Product Roadmaps
- User Story Creation
- Acceptance Criteria

UX

- UX Research
- User Flows
- Wireframing
- Prototyping
- Interaction Design
- Design Systems
- Accessibility

CX

- Journey Mapping
- VOC
- Customer Research
- Help Centre Design
- Knowledge Management

EXPERIENCE

Product Manager — Omnisient | February 2025 – Present

- Lead product discovery and delivery, translating customer needs and business objectives into prioritised product requirements.
- Define, write and refine Product Requirements Documents (PRDs), user stories and detailed acceptance criteria using AI-assisted workflows within the Claude and Dex OS ecosystem.
- Partner closely with Engineering, Design and stakeholders to ensure solutions are technically feasible, user-centred and aligned to product strategy.
- Design user journeys and UI touchpoints that deliver intuitive, customer-focused experiences across the platform.
- Manage sprint planning and delivery, working closely with cross-functional development teams to prioritise backlog items and remove delivery blockers.
- Train and configure AI agents using product requirements, scope, designs and feature documentation to improve development efficiency and support product delivery.
- Champion AI-enabled product management practices, leveraging prompt engineering and AI-assisted workflows to accelerate documentation, ideation and product reviews.
- Collaborate across Product, Customer Experience and Engineering to continuously improve processes, product quality and customer outcomes.

Key Achievements

- Shaped, designed and delivered new, bespoke Cleanroom templates for clients.
- Trained and build DEX system with Claude for AI-assisted Product Development
- Shaped skills in DEX for AI-assisted PRDs and User Stories

Customer Experience Specialist — Omnisient | November 2022 – February 2025

- Worked closely with customer-facing teams to gather user feedback, identify pain points and validate design decisions.
- Identified usability, accessibility and responsiveness issues, recommending practical design improvements that enhanced the overall user experience.

AI

- Claude
- ChatGPT
- AI Agents
- Prompt Engineering
- AI-assisted Product Development

- Developed design standards and UI style guides covering typography, colour palettes, imagery and reusable interface components.
- Presented design concepts, prototypes and UX recommendations to clients and senior stakeholders, successfully communicating design rationale and securing project buy-in.
- Partnered with cross-functional teams throughout the software development lifecycle to ensure design solutions aligned with both business objectives and user needs.
- User Research & Testing: Conducting interviews, gathering qualitative data, analyzing usability tests, and identifying behavioral patterns.

Key Achievements

- Built an AI-first customer service and communications platform
- Built an all-in-one SaaS learning software platform for clients and staff, including all course development

UI/UX Designer — Omnisient | June 2021 – November 2022

- Built and maintained an asset library covering the company's full CI.
- Style Guide: worked with marketing to align brand with the UX style guide.
- User flows: reduced the time required for users to reach actionable information, including full documentation.
- Produced wireframes, prototypes, and full-scale mock-ups.
- Established and promoted design guidelines, best practices, and standards.
- Oversaw junior UI/UX designers.

Key Achievements

- Designed and prototyped end-to-end user journeys, wireframes, and high-fidelity interfaces in Figma, translating complex user research into intuitive digital products.
- Established cohesive design systems and comprehensive developer handoff documentation, accelerating engineering timelines and ensuring visual consistency across platforms.

Senior UI/UX Designer — DiPAR Systems | June 2019 – May 2021

- Created wireframes and interactive mock-ups after consulting with the BA team on client requirements.
- Designed and researched UI and UX trends, applying principles continuously to the role.
- Engaged regularly with the customer-facing team to uncover pain points and areas of interest among users.
- Identified and troubleshoot UX problems (e.g. responsiveness).
- Found creative solutions to UX problems (e.g. usability, findability); created a style standards document covering fonts, colours, images, and other UI elements.
- Presented and defended designs and key milestone deliverables to stakeholders.

Key Achievements

- Designed and prototyped end-to-end user journeys, wireframes, and high-fidelity interfaces in Figma, translating complex user research into intuitive digital products.
- Established cohesive design systems and comprehensive developer handoff documentation, accelerating engineering timelines and ensuring visual consistency across platforms.

- Successfully re-engineered the front-end architecture of a SaaS platform, modernising the UI to elevate the visual aesthetic and improve cross-platform responsiveness.

More experience available on request.

AI TOOLING & WORKFLOW

- Built a personalised AI-assisted operating system (Claude + VS Code + Dex OS), including custom skills, personas, and structured workflows for meeting prep, feedback, and review.
- Used Claude to structure and stress-test PRDs and user stories, significantly accelerating review cycles and reducing rework with engineering and stakeholders.
- Trained AI agents on new features, PRDs, scope, and designs to support product and engineering teams.
- Early adopter of AI-augmented working practices, integrating AI tooling into product and CX workflows.

SOFTWARE KNOWLEDGE

- AI Agents, Figma, Visual Studio Code, Intercom, Hubspot, Adobe, GitHub, LearnWorlds, Thinkific, WordPress, Google Analytics, Hotjar.

EDUCATION

Duke University | 2025

- Purpose-Driven Leadership for Strategy and Innovation.

O'Reilly | 2021-2026

- Leadership, Project Management, AI, CX.

Udemy | 2021-2026

- Product Management, Project Management, CX, UI and UX, Strategic Planning & Strategic Thinking - Business Strategy.

LEADERSHIP

Interaction Design Foundation | 2021 – 2024

- Lead of the Cape Town Chapter.

Community Policing Forum | 2016-2020

- Neighbourhood watch representative.

REFERENCES

Sharon van Aswegen | Omnisient | 083 326 6885 | sharon.vanaswegen@gmail.com

Aidan McGivern | Dipar | 078 343 4412 | aidan6618@gmail.com

More information available on request.