

# Ashley Crockett

PRODUCT MANAGER · BUILDER · COMMUNITY  
ARCHITECT

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Detroit, MI

Product Manager & Operations Lead with 10+ years in healthcare administration, now building at the intersection of product, community, and code. Google PM Certified · Lean Six Sigma Green Belt · Apple Developer Academy · Top 6 of 90+ at TechTown Hackathon.

## 01 - EXPERIENCE

### Student · iOS Program & PM Lead

Aug 2025 - Present

#### APPLE DEVELOPER ACADEMY

- Served as Project Manager on nearly every team challenge - leading sprints, aligning cross-functional teams, and driving on-time delivery.
- Built and shipped We Color, a therapeutic iOS coloring app for children (Apple Challenge 03) using Swift, SwiftUI, and Xcode.
- Submitted Solstice to the Apple Swift Student Challenge - a neurodivergent-first task manager with nervous system regulation built in.
- Earned first Apple certification within 4 weeks of enrollment.

### Community Engagement Manager

2024 - Present

#### DEVSCREATE313

- Manage community programming, partnerships, and events for a Detroit-based developer community organization.
- Hosted original event on cognitive accessibility in tech - produced content, facilitated panel, and drove community turnout.
- Partner with DevOps Detroit and Live, Play, Innovate to expand reach and programming.

### Logistics Manager & Office Supervisor

Aug 2023 - Aug 2025

#### SHERWOOD PROFESSIONAL BUILDING

- Managed operations across 3 sites for Dr. Deon Middlebrook's nephrology practice - staff scheduling, workflow coordination, and multi-site logistics.
- Consulted on additional practice locations and event space, advising on workflow optimization and resource allocation.

### Operational Director

Apr 2021 - Aug 2023

#### FLEX MEDICAL SOLUTIONS

- Managed hospital logistics including inventory and delivery coordination across 10+ hospital accounts.

## ACHIEVEMENTS

### Top 6 of 90+ Participants

TechTown Mobility Week  
Hackathon  
Sept 2025

### DevOps & Venture313

Hackathon competitor  
2025

+ Notary Public · Aug  
2023

## CERTIFICATIONS

### Google Project Management

Professional Certificate

### Lean Six Sigma

Green Belt

## EDUCATION

### Apple Developer Academy

iOS Development Program  
2025 - 2026

### Oakland Community College

Coursework · General Studies  
2017 - 2019

### Oakland Early College

Dual enrollment  
2010 - 2012

- Developed and executed sales strategy while coordinating purchase orders to ensure timely procurement and fulfillment.

## Operational Manager

Jul 2020 - Mar 2021

### TRANSFORMATIVE MIND COUNSELING

- Coordinated clinical and administrative schedules; managed client intake and engagement records.
- Trained staff in CRM systems and process management, establishing foundational SOPs.

## 02 - SELECTED PRODUCTS & PROJECTS

### PulsePoint – SaaS Product

2024 - Present

#### FOUNDER & PRODUCT LEAD

- Authored full PRD, scoped MVP, and led build of a SaaS platform converting community survey data into quantifiable quality metrics.
- Active development with real community partners. KPIs: survey completion rate and time-to-insight reduction.

### Boundaries Bootcamp

2023

#### FOUNDER & CURRICULUM DESIGNER

- Founded and ran a fully online bootcamp on personal and professional boundaries. Second cohort currently in development.

### Overstood – AI Web App

2024

#### BUILDER

- Built React web app using Feynman technique + AI to translate complex content into plain-language explanations. Shipped during build sprint.

## PM SKILLS

PRD AUTHORIZING

ROADMAPPING

MVP SCOPING

AGILE / SCRUM

OKRS

USER RESEARCH

STAKEHOLDER MGMT

SPRINT PLANNING

## TECHNICAL

SWIFT / SWIFTUI

XCODE

REACT

HTML / CSS / JS

CRM SYSTEMS

AI INTEGRATION

## COMMUNITY

DEV RELATIONS

EVENT PRODUCTION

PUBLIC SPEAKING

CONTENT STRATEGY

100K+ FOLLOWING