

Ashley Karr

Haven Smith & Company and our family of brands

HAVENSMITH.COMPANY/MEDIA



QUICK FACTS

NAME

Ashley Karr

WHAT I DO

Human factors engineer and product designer, writer, and teacher

BUSINESS

Haven Smith & Company (Haven Smith, LLC), woman-owned

TAGLINE

Haven Smith & Company builds technology people can trust, use and love.

WEB

havensmith.company

SHORT BIO, FOR INTRODUCTIONS

I am Ashley Karr, a human factors engineer and product designer. For more than twenty years I have studied how people get along with complicated systems, including as a vice president of product research at JPMorgan Chase. I write, I teach, and I help teams build products that are accessible and worth trusting.

BIO

I have spent more than twenty years studying how people get along with the complicated systems around them, and what happens when they do not. I led product research in business banking at JPMorgan Chase as a vice president, and my work has taken me through fraud prevention, payments, cybersecurity, privacy and accessibility. I hold a master of science in human factors and systems engineering.

I am also a mother, and I know firsthand why a plan matters when life gets complicated.

So I make things for real people. I write practical guides for running your digital life, and books on everything from your accounts to good design for the AI era. I teach. And I help teams and organizations build products that are accessible and worth trusting. Whatever brought you here, I am glad you came.

Our family of brands

One kit for every brand

HAVENSMITH.COMPANY/MEDIA



Haven Smith & Company

I build technology people can trust, use, and love.

Accessibility audits, AI-native product research and design, teaching and training, and Honest IT support. My book, *Accounted For*, is coming soon.

havensmith.company



Aha Moments

Fresh thinking, one card at a time.

A card game of creative exercises for makers, builders, and creatives, with an app and a membership.

aha.havensmith.company



Dry Ink

An ode to my life and the people I love.

My web comic about my family, my pets, and everyday life, drawn in thick ink.

dryink.havensmith.company



Haven Smith Press

A little bookstore and gift shop that feels like home.

My press for books, journals, and keepsakes, and home of The Wrap App, a digital gift maker.

press.havensmith.company

What to ask me about

- Accessibility: what it takes for a product to work for disabled people, and how teams test for it.
- Scams and fraud: how they reach families, and the habits that stop them.
- Your digital life: organizing accounts, passwords, and records on your own terms, for the people you love.
- Designing with AI: building technology people can trust, use and love.
- Making things: comics, card games, and books from one small company.

How to spell the names

Ashley Karr. Haven Smith & Company, with an ampersand. Aha Moments, Dry Ink, and Haven Smith Press.

Logos and photo

Download every brand mark and the high resolution headshot at havensmith.company/media. Please use the logos as they are.