Ashley Temba **UX Designer**

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Summary

Creative UI designer with diverse background in hospitality, film, screenwriting, and dance, bringing a unique blend of storytelling, user-centric design, and movement aesthetics to digital interfaces.

UI Projects

Career Foundry   2024-2025

Net Track   **Game Cache**   **Spots**   **Vintage Clothes**

Created both mobile and web-responsive apps within a wide range of targeted criteria, aimed at developing solutions to user-specific problems.

- Conducted User Research and testing based on Android or IOS compatibility, ensuring accessibility and familiarity to all users.
- Researched guidelines on Material and IOS systems, which increased my knowledge of working with different systems and developed my approach to modifying wireframes for greater accessibility.
- Out-sourced and implemented design tools and strategies to create elements that enhanced my app's aesthetics, resulting in positive results from user tests.
- Provided case studies at the end of each project, detailing my creative process, problems, and solutions, and digital technique, which helped to ingrain methods that are significant to maintaining a consistent design style.

Work Experience

Bar Management   2017-2024
Berlin, Germany

- Maintained and organized bartenders' work stations, which allowed for easy set-up once shifts began, improving efficiency and speed of service during peak hours by 20%.
- Filled in for colleagues during peak hours and breaks, which enabled the team to re-energize and continue a consistent workflow and led to higher recognition of quality service.
- Closed out shifts, which included cleaning and organizing the work area for the following day, which allowed for a more efficient start for the new shift.
- Mediated between colleagues and customers, which allowed the workflow to remain undisturbed, while issues were resolved with no effect on the general atmosphere.

Performance Director   2025
Berlin, Germany

- Created a 49 minute solo performance for an independent theatre, which included conceptualization of a story and all creative decisions that fit within the necessary time frame and narrative structure, leading a successful show with future re-staging.
- Organized the schedules for the production team and meetings, so that each department stayed on track with their weekly developments and worked closely with each other, achieving a cohesive picture to be translated onto the stage.

Dance Teacher   2013-Present
Berlin, Germany

- Instructed beginners to professional dancers, basic and advanced movement techniques and sequences that allowed for deeper expression and higher skillsets, and created a demand for more classes during the week.
- Introduced new concepts of learning movement and engagement within the space, increasing the number of satisfied participants and earnings for the studio.

Skills

UI Design

Frontend Development
(HTML, Java Script, CSS)

User & Market Research

Multitasking

Case Studies

Communication

Tools

Figma

Visual Code Studio

Git Hub

Education

UI Design Certification
Career Foundry 2024-2025

BA in Film/Screenwriting
CUNY Brooklyn College 2017

Languages

English

Spanish B1

German B1