

Ashley Fife

I am a UI/UX Designer guided by the philosophy that design should contribute to a net good. With a diverse background, I design with a purpose to improve the world around us, leveraging technology to create solutions that benefit us all.

CONTACT

ashleybfife@gmail.com
[LinkedIn](#)
[Design Portfolio](#)

TOOLS

Figma
Photoshop
Illustrator
InDesign
MailChimp
Squarespace
Wix
WordPress
Slack
Miro
Notion
AI

BONUS SKILLS

Typography Hierarchy
Grid Systems
Color Psychology
Empathy
Project Management
Communication
Problem Solving
Copy Writing
Layout Principles

EDUCATION

Fort Lewis College, Psychology: Gender and Sexuality, 2015
Skill Crush, UI/UX Design Certificate, 2023
Skill Crush, Digital Marketing Course, 2024

Ashley Fife Design

TRAIL CREW ASSOC. | WEBSITE & NEWSLETTER JULY 2024 - PRESENT

- Update website design to reflect current events and integrate new blog posts, enhancing user engagement.
- Revise email marketing materials for improved readability and strategically increased donation buttons, boosting fundraising efforts.

MAPLE TESTIMONY | TESTIMONY SUBMISSION PLATFORM JULY 2024

- Utilized illustrator to create a logo for shirts and hats inspired by a original pen drawing using sketch mode for the Construction Crew working at the Appalachian Mountain Club.

PERKINS CONSULTING | COUNSELOR WEBSITE NOV 2023 - DEC 2024

- Enhanced website design for better navigation, integrating impactful graphics and improving overall site usability.

CITY CYCLES | ONLINE BICYCLE RENTAL SHOP AUG 2023 - JAN 2024

- Successfully analyzed A/B testing, Google Analytics, and user interviews to redesign UI for bike rental check-out process, concluding two rounds of user interviews for a polished product.

SIT CONMIGO | FURNITURE MOBILE WEBSITE AUG 2023 - JAN 2024

- Developed a comprehensive web and mobile design including a color scheme, type scale, and user personas, culminating in a prototype for a chair checkout process that reflects the company's ethical mission and brand personality.

MIDNIGHT BREW | COFFEE SHOP STYLE GUIDE AUG 2023 - JAN 2024

- Designed a complete brand identity for a new coffee shop, including color scheme, type scale, brand imagery, logo, and social media headers, packaged into a comprehensive style guide.

Project Manager

APPALACHIAN MOUNTAIN CLUB MAY 2014 - SEPTEMBER 2019

UNITED STATE ANTARCTIC PROGRAM OCTOBER 2019 - OCTOBER 2021

POLAR FIELD SERVICES APRIL 2022 - JUNE 2023

- Engaged in managing projects and logistics across 7 backcountry hut facilities in New Hampshire and 5 remote science stations in remote polar regions.
- Directed workflow and logistics for crews of 2-18 team members while collaborating interdepartmentally, managing the needs of multiple projects, ensuring timely completion, and addressing resource allocation and operational challenges.
- Built strong relationships with cross-functional teams and internal stakeholders, actively incorporating feedback from end users and internal partners to keep projects on track and ensure successful outcomes.
- Managed cross-functional teams, ensuring efficient project flow and user-centric design in remote and polar regions.