

Ashley Fife

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PROJECTS

Sit Connigo: Design and testing for a chair company's mobile app

Tools used - Figma | Photoshop

City Cycles: Redesign and testing of a bike rental process

Tools used - Figma | Photoshop

Midnight Brew: Style Guide for coffee company

Tools used - Figma | Photoshop | Illustrator | InDesign

Perkins End-of-Life Consulting: Revamp for therapy/consulting website

Tools used-Figma | Squarespace

Sylvia Sweets: Digital marketing campaign for sweets shop

Tools used - Moz | MailChimp

EXPERIENCE

Freelance Designer

Ashley Fife Design

Jackson, NH

2023 – Present

- Revamp websites for community members to increase traffic by 20%
- Conduct client consultations, draft proposals, and send invoices
- Conduct user testing to ensure site optimization

Project Lead (Carpenter & Trails)

Appalachian Mountain Club

NH, AK, and Greenland

2015-2019

Polarfield Services

2021 – 2023

- Led the design and execution of trail projects and construction projects of up to 20 remote structures with off-grid systems.
- Managed cross-functional teams, ensuring efficient project flow and productivity
- Developed and utilized graphic illustrations for prototyping, increasing precision in project execution, mirroring the UX process of creating flow diagrams and mock-ups

Science Support Contractor

United States Antarctic Program

McMurdo Station, Antarctica

2017 – 2021

- Supported station operations by packaging hazardous waste, fueling aircraft, and maintaining vehicles
- Involved with cross-functional team collaborations to accomplish dangerous tasks

PROFILE

Designer skilled in designing, branding, and crafting effective user experience

EDUCATION

Skillcrush

UI/UX Track, 2023

Fort Lewis College

B.A. Psychology with

Emphasis in Gender and

Sexuality

2015

SKILLS

Wireframing

Typography

Color Theory

Brand Design

User Research

Mobile Design

HTML/CSS

Digital Marketing

Empathy

Usability Testing

Project Management

Team Work

Communication

Problem Solving

TECH

Figma

Photoshop

InDesign

Illustrator

Excel

Wix

Squarespace

WordPress