

Ashley Fife – UI/UX Designer

Jackson, New Hampshire | 303-704-2093 | ashleybfife@gmail.com | [Portfolio](#) | [LinkedIn](#)

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

WORK EXPERIENCE

Freelance Designer

[Ashley Fife Design](#)

Jackson, NH

2023 – Present

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

Carpenter

[Polar Field Services](#)

Toolik, AK and Greenland

2022 – 2023

- Built and maintained 10+ structures that housed world-class science equipment such as telescopes
- Designed and executed projects while managing up to 5 other carpenters to accomplish tasks
- Collaborated with 2 managers to create a more organized project delegation system to increase productivity by 30%

Carpenter

[Appalachian Mountain Club](#)

Gorham, NH

2015 – 2019

- Built and maintained 7 backcountry lodges and their off-grid power systems to optimize customer usability
- Managed project design and execution with a team of up to 5 carpenters
- Prototyped building designs using graphic illustrations to reference during the project increasing dimension accuracy by 30%

Science Support Contractor

[United States Antarctic Program](#)

McMurdo Station, Antarctica

2017 – 2021

- Supported station operations by packaging hazardous waste, fueling aircraft, and maintaining vehicles

PROFILE

UI/UX 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

Data Collection & Analysis

Digital Prototyping

Universal Design

Mobile Design

Empathy

Usability Testing

Project Management

Communication

Problem Solving

TECH

Figma

Photoshop

InDesign

Illustrator

Excel

PowerPoint