Ashley Fife – UI/UX Designer

Jackson, New Hampshire | 303-704-2093 | ashleybfife@gmail.com | Portfolio | LinkedIn

PROJECTS

Sit Conmigo: 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

WORK EXPERIENCE

Freelance Designer   **Jackson, NH**
Ashley Fife Design   2023 – Present

- Revamp websites with a focus on user-centric design, achieving a minimum of 20% increase in user engagement for clients
- Engage in comprehensive user testing and iterative design enhancements to optimize site functionality
- Conduct detailed client consultations and transform user feedback into actionable design solutions

Carpenter   **NH, AK and Greenland**
Appalachian Mountain Club   2016 – 2019
Polar Field Services   2022 – 2023

- Led the design and execution of up to 20 remote structures with off-grid systems, drawing parallels to designing web platforms
- Managed cross-functional teams, ensuring efficient project flow and user-centric design
- 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   **McMurdo Station, Antarctica**
United States Antarctic Program   2017 – 2021

- Supported operations in extreme conditions, demonstrating adaptability and problem-solving skills
- Engaged in interdisciplinary collaboration, maintaining critical systems

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
HTML/CSS
Mobile Design
Digital Marketing
Empathy
Usability Testing
Project Management
Communication
Problem Solving

TECH

Figma
Photoshop
InDesign
Illustrator
Excel
PowerPoint