

Ashley Reid

Visual Artist | Junior UI/UX Designer

London, UK | Open to hybrid, remote and on-site roles

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LinkedIn



Behance



GitHub

PROFILE

UI Designer with a strong background in Fine Art practice and customer-focused working environments.

Confident when interacting with customers and clients alike.

Enthusiastic about producing attractive, universally functional clean designs, as a result of in-depth UX research from conception to final product handoff.

TRAINING

Careerfoundry, UI Design

Remote, January 2021 - present

- Completed UI mockups in Adobe Xd for a vintage clothing e-commerce app for a target audience of 25-34 year olds.
- Conducted the UX research and UI for a recipes responsive web app that solved a problem that users commonly face, using Adobe Xd and Prot.
- Designed an image-based social media app for iOS and Android, using Adobe Xd, Whimsical and Figma. Refined the final iteration of the prototype after user testing feedback.

Black Valley

Cohort 7, Career Accelerator Programme - UX/UI Design

University of Kent, UK

BA (Hons) Fine Art

West Thames College, London UK

BTEC Level 3 Extended Diploma Art & Design

EXPERIENCE

Receptionist/Admin Assistant/Social Media Manager

Springhallow Post-16, London, UK

November 2020 - present

- Collaborating with other staff to maintain the content of the website using Wordpress
- Contributing to the running of the college Facebook and Instagram accounts

DESIGN SKILLS

- User Research
- Wireframing (low, mid and hi fidelity)
- Interface Design
- Typography & Iconography
- User Flows
- Brand Identity
- User Personas
- Mockups & Prototypes
- User Testing
- Working knowledge of Wordpress
- Responsive Design
- Mobile Interface Design

DEVELOPMENT SKILLS

- Basic HTML
- Basic CSS

SOFT SKILLS

- Customer Service
- Public Speaking
- Presentation Skills
- Teamwork

TOOLS

- Adobe Xd
- Figma
- Whimsical
- Proto.io
- InVision
- Google Docs
- Marvel