

Ashley Reid


Visual | UI/UX Designer

London, UK | Open to remote roles

07471 894 285

ashleyreid45@gmail.com

 LinkedIn

 Behance

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.

EXPERIENCE

Careerfoundry, UI/UX Designer

Remote

- 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.

Receptionist/Admin Assistant, Springhallow Post-16

London, UK

November 2020 to 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

EDUCATION

Black Valley

Cohort 7, Career Accelerator Programme

School of Music & Fine Art

University of Kent, UK

BA (Hons) Fine Art

West Thames College, London UK

BTEC Level 3 Extended Diploma

Art & Design

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

SOFT SKILLS

- Customer Service
- Public Speaking
- Presentation Skills
- Teamwork

TOOLS

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