

Ashley H. Hampton

UX Researcher + Designer

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EDUCATION

University of Michigan

Master of Science in Information
Concentration: Human-Computer Interaction
GPA: 4.00/4.00 • Graduation: 04/2021

Relevant courses:

Contextual Inquiry • Complex Website Design • Graphic Design • Human Behavior for Interactive Design Systems • Interaction Design • Python Programming • Usability Evaluation • Video Games and Learning

Seattle University

Bachelor of Arts in Business Administration
Concentration: Accounting
Minor: Asian Studies
GPA: 3.56/4.00 • Graduation: 03/2017

Study abroad:

Beijing, CHN • 08/2015 – 12/2015
Hong Kong, HKG • 09/2016
Ho Chi Minh City, VNM • 09/2016

SKILLS

Research:

Benchmark
Contextual inquiry
Competitive analysis
Interview
Persona
Storyboard
Storymap
Survey

Tools:

Adobe XD
Adobe Illustrator
Adobe Photoshop
Figma
Lucidchart

Design:

Graphic / Visual
Prototype
User Interface
Web
Wireframe

Code:

HTML5 / CSS
Python
SQL

Languages:

English
Mandarin
Spanish

PROJECTS

Anxiety Mgmt. Tool, UX Researcher + Designer

09/2019 – 12/2019 • Ann Arbor, MI

- Designed and implemented survey to conduct quantitative research on millennials'/Gen Z's experience with anxiety. Prototyped and tested 3+ designs to identify and manage anxiety stressors.

Clinic-Patient Communication Interface Research, UX Researcher + Project Manager

09/2019 – 12/2019 • Ann Arbor, MI

- Conducted 6 semi-structured user interviews and identified pain points in client's current patient communications interface.

EdTech Platform Usability Testing, UX Researcher + Project Manager

10/2019 – Present • Ann Arbor, MI

- Led team of 5 researchers to conduct usability testing on client's EdTech platform. Client will utilize team findings to redesign platform interface.

EXPERIENCE

University of Michigan, UX Consultant

09/2019 – Present • Ann Arbor, MI

- Conducted competitive benchmarking interviews for an internal U-M department to uncover travel & expense software usage trends in higher education.

Enterprise Peak, Lead Market Research Analyst

10/2018 – 06/2019 • Chicago, IL

- Created pay conversion tool in Excel that increased recruiting team's weekly productivity by 120%.

Grant Thornton, Automation Consultant

08/2017 – 09/2018 • Chicago, IL

- Analyzed client's monthly tax reconciliations to uncover potential reporting discrepancies.