



ASHLEY WORSHAM

USER EXPERIENCE DESIGNER

CONTACT

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www.ashleyworsham.com
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EDUCATION

HULT BUSINESS SCHOOL

Master of International Business
2016-2017

SANTA CLARA UNIVERSITY

Bachelor of Science, Psychology
2012-2016

SKILLS

Sketch
Invision
Figma
User Interviews
Usability Testing
A/B Testing
Personas
Storyboarding
Wireframing
Sketching
Rapid Prototyping

EXPERIENCE

UX DESIGNER

Gardenuity
April 2018 - Present | San Francisco, CA

- Redesigning, prototyping, and user testing website for improved UX and conversions.
- Increased conversions by over 100% in 3 weeks by optimizing site for mobile.

FREELANCE DESIGNER

Ashley Worsham Designs
May 2017 - Present | San Francisco, CA

- Created mobile sports betting app in 6 days for VC firm which received \$1 million in funding.
- Conceptualized and designed personal trainer matching website through market and UX research.
- Designed user-friendly parking app and conducted user testing.

UX DESIGN INTERN

Fluid Designs
Sep - Dec 2017 | San Francisco, CA

- Collaborated with global design team and developers to craft website redesigns, UX consultations, and UX solutions.
- Designed, and created consumer site and CMS for non-profit in Africa.

USER RESEARCH INTERN

Prism Labs
Oct 2017 - Jan 2018 | San Francisco, CA

- Spearheaded user interviews and usability tests, analyzed findings and composed summary reports for clients.
- Created high-end custom presentations with customer-specific visualizations and layout.