



ASHLEY WORSHAM

USER EXPERIENCE DESIGNER

EXPERIENCE

UX DESIGNER

Gardenuity

April 2018 - Present | San Francisco, CA

- Leading the redesign of Gardenuity's website for mobile and desktop.
- Increased conversions by over 100% in 3 weeks by optimizing site for mobile.
- Working closely with developers on UX flows, prototyping, usability testing, and wireframes.

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 guerrilla 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.

CONTACT

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EDUCATION

HULT BUSINESS SCHOOL

Master of International Business, Entrepreneurship
2016-2017

SANTA CLARA UNIVERSITY

Bachelor of Science, Psychology
2012-2016

SKILLS

Sketch

Invision

Figma

Wireframing

Sketching

Rapid Prototyping

User Interviews

Usability Testing

A/B Testing

Personas

Storyboarding