

ASHLEY WORSHAM, MIB

San Francisco, CA

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USER EXPERIENCE CERTIFIED ✦ VISUAL DESIGN ✦ PROJECT MANAGEMENT

A creative, enthusiastic User Experience Designer highly regarded for crafting dynamic product designs that exceed all expectations. Out of the box thinker known for pushing creative limits to design, test, and launch innovative applications. Outstanding communicator and presenter who collaborates well with diverse personalities and people at all levels of a corporation. Exceptional academic qualifications including a Bachelor of Psychology, UX Design Certification and a Master of International Business.

CORE COMPETENCIES

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|----------------------|-----------------------|--------------------|
| ▪ UX & UI Design | ▪ Usability Protocols | ▪ Client Relations |
| ▪ Project Management | ▪ Web Site Analytics | ▪ Prototyping |
| ▪ User Research | ▪ Mock-Up | ▪ Wireframes |
| ▪ Prototyping | ▪ Responsive Design | ▪ Site Maps |

EDUCATION

General Assembly, San Francisco, CA : 2017

UX Design Professional Certification

Hult International Business School, San Francisco, CA : 2017

Master of International Business

Santa Clara University, Santa Clara, CA : 2012

Bachelor of Science – Psychology (GPA:3.6)

PROFESSIONAL EXPERIENCE

Independent Contractor ✦ San Francisco ✦ 2017 – Present

User Experience Designer

- Create and test a mobile sports betting app, *Instabet*, for a venture capital firm.
- Perform two rounds of guerrilla usability and A/B testing.
- Curate high-fidelity prototype utilizing user feedback and testing.
- Conceptualize and design a personal trainer matching website, *Fitspace*, through market and UX research.
- Prepare user personas, sitemap, user flows, and high fidelity prototype videos for key product pitch meetings.
- Design user-friendly parking app, *Westfield Valley Fair Parking App*, and test user flow with two participants.
- Work closely with a multi-disciplinary team to streamline interfaces for mobile applications.

Fluid Designs and Prism Labs ✦ San Francisco ✦ 2017 – Present

UX Design Intern/ UX Research Intern

- Collaborate with global design team and developers to craft website redesigns, UX consultations, and UX solutions.
- Spearhead user research interviews and usability tests, analyze findings and compose summary reports for clients.
- Designed, and worked with developers for five websites.
- Created high-end custom presentations with customer-specific visualizations and layout.

ADDITIONAL CREDENTIALS

TECHNICAL SKILLS

Sketch, Invision, HTML/CSS, Personas, User Flows, Site Maps, UI Sketching, Storyboarding, Wireframing, Design, Prototyping, User Research, Testing, Market Research, Microsoft Word

ORGANIZATIONS

Phi Sigma Iota, Alpha Phi International

VOLUNTEERING EXPERIENCE

Alzheimer's Activity Center, Food Bank For Monterey County

Detailed Professional References Available upon Request

