

Ashley Dzick

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Selected Skills

- **Collaboration:** Brainstorming and leading design sessions, Working with dispersed teams, Design Sprints, Managing a small team of user experience professionals
- **Design:** Prototyping in HTML/CSS and prototyping software; Material Design and iOS Human Interface Guidelines; Creating Scenarios, Personas and other UX Artifacts
- **Research:** Conducting and analyzing user tests, Analytics, and A/B testing, Data visualization

Career Experience

Adjunct Instructor, May 2017 - Present

Milwaukee School of Engineering (Milwaukee, WI)

- Topics taught include: User Experience, Psychology of Design, Organizational Psychology, Knowledge and Content Management, Digital Portfolio (Capstone)
- Develop user experience curriculum changes and advise students

User Experience Practice Director, Sep 2016 - Present

SafeNet Consulting (Milwaukee, WI)

- Lead training for sales, executive management and local businesses focused on usability, inclusive design, and the basic tenets of user experience
- Conduct interviews and training for new team members
- Work with multiple clients at once to help them progress their UX teams

Experience Architect, Sep 2015 - Sep 2016

SafeNet Consulting (Milwaukee, WI)

- Create UX artifacts for clients including: user workflows, personas, wireframes, mockups, style guides and branding recommendations for desktop and mobile
- Product manage small teams of quality assurance and developers to ensure products met user experience and quality standards

UX Consultant, Apr 2015 - Sep 2015

Northwestern Mutual through Genesis10 (Milwaukee, WI)

- Created best practices for accessibility compliance, usability, and information architecture
- Analyzed NM's distinct systems to develop one Northwestern Mutual style guide

User Experience Lead, Sept 2014 - Apr 2015

Okanjo (Milwaukee, WI)

- Test ideas and designs via usability testing, field research, and A/B testing
- Concept and design wireframes, mockups, and prototypes using Axure and Photoshop

User Experience Designer, Oct 2012 - Sept 2014

Direct Supply (Milwaukee, WI)

- Conduct user testing and analysis through usability testing, design reviews, Google Analytics
- Collaborate with other UX team members on the creation of a user experience library used across software platforms, bringing visual and interactive consistency across product offerings
- Creation of wireframes, mockups and working prototypes for both new websites and legacy applications in Balsamiq and Axure

User Experience Designer, Nov 2010 - Oct 2012

72 Web Design (Milwaukee, WI)

- Worked with clients to best understand their users and target audience, through customer interviews, previous user exchanges, and Google Analytics
- Created wireframes and basic graphics in Adobe Creative Suite
- Responsible for overall direction of the website for political clients, such as County Supervisor and Mayoral candidates

UI Designer, Mar 2010 - Nov 2010

Gubernatorial Candidate (Milwaukee, WI)

- Created graphics in Adobe Illustrator and Photoshop for fundraising and awareness events, Google Ads and other promotional materials
- Utilized HTML, CSS, JavaScript, and PHP to update candidate's main website and microsites

Professional Experience

Founder of Brew City UX

- Schedule speakers and locations for meetups
- Promote group to industry employees and companies
- Build Milwaukee's overall UX community

Industry Advisory Committee for Milwaukee School of Engineering

- Advise on industry trends to help align their UX curriculum with industry needs

Education

Human Computer Interaction, MS

DePaul University (Chicago, IL)

- Degree emphasis on human factors, perception and information processing, user testing, usability guidelines, visual design, and interaction design
- Course concentration on accessibility and designing for a diverse group of users

Management Information Systems, BS

Milwaukee School of Engineering (Milwaukee, WI)