

# Ashley Dzick

adzick@gmail.com | 414-334-8660

## 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, Axure, Creative Cloud and similar tools; 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

## 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)

### **User Experience Practice Director**, Sep 2016 - Present

SafeNet Consulting (Milwaukee, WI)

- Lead training for sales, executive management and other consultants focused on usability, inclusive design, and the basic tenets of user experience
- Conduct interviews and training for new team members
- Run agile discoveries with clients to discover personas and scenarios

### **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)

- Director of overall UX strategy for Okanjo
- 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)