

Ashley Kaczmar

UI Designer

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Portfolio coming soon

Profile

UI Designer with a marketing background seeking a full-time position. Experienced in strategic branding, creative problem-solving, A/B testing and merging business objectives with user needs, I am looking to apply my skills to designing beautiful and functional digital products.

Skills

Visual Design
Brand Style Guides
Wireframing
Rapid Prototyping
Responsive Web Design
Competitor Analysis
User Research
Personas
User Flows
Usability Analysis
User Testing

Tools

Sketch
Adobe XD
Figma
Illustrator
Photoshop
Premiere Pro
InDesign
inVision
Principle
Marvel
UsabilityHub
Google Analytics

Education

UI Design Certificate

CareerFoundry, 2020

B.A. in Mass Communications

Concordia University Texas, 2016

Experience

Brand Consultant

Self-Employed

Nov 2019 - Present

- Consulted on content strategy for various clients to create compelling, goal-driven content
- Kept up-to-date with latest industry trends to incorporate into client recommendations

Communication Specialist

Arrive Logistics

Jul 2018 - Jan 2020

- Established and adhered brand messaging pillars and copywriting style guide
- Planned and executed media campaigns and digital marketing campaigns based on company goals
- Analyzed campaign performances based on KPIs and optimized content accordingly

Senior Editor & Community Manager

MarTechExec

Mar 2017 - Jun 2018

- Built and maintained internal creative resources library, including workflows, best practices and style guides
- Wrote, edited and promoted long-form B2B marketing article twice a week, backed by industry research

Content Marketing Specialist

Hot Dog Marketing

Nov 2016 - Mar 2017

- Executed media campaigns according to clients' brand guidelines and KPIs
- Managed 10+ digital media and advertising clients

New Media Intern

SXSW

Sep 2015 - May 2016

- Edited and uploaded ~200 videos and ~400 podcast episodes for the SXSW YouTube page
- Managed the organization of the all SXSW video and audio files