

# ASHLEY KACZMAR

Product Designer  
Austin, TX

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## About

UI/UX Designer with a background in marketing and brand management. Skilled communicator and cross-departmental collaborator. Experienced in developing creative solutions backed by research and data.

## Skills

### Design

User-Centered Design, Whiteboarding, Information Architecture, Wireframing, Prototyping, Responsive Design, Branding, Style Guides, Iconography

### Research

Competitor Analysis, Usability Analysis, User Personas, User Testing, A/B Testing, Data Analysis

### Programming

HTML, CSS, Javascript

### Project Management

Project Conception & Initiation, Documentation, Project Planning, Risk Management. Task Management.

## Tools

Sketch, Figma, Adobe XD, Adobe Illustrator, Adobe Photoshop, inVision, Marvel, UsabilityHub, Google Analytics

## UI/UX Projects

- Oct 2020

**Saveur**  
Student Project | CareerFoundry
  - + Designed a responsive, mobile-first recipe web app from strategy to ideation to design
  - + Completed both UX and UI phases for the app and leveraged feedback from course mentor to create high fidelity mockups and prototype
- Dec 2020

**Evergreen**  
Student Project | CareerFoundry
  - + Created a mobile ecommerce app using partial branding guidelines and pre-defined user stories
  - + Completed wireframing, user testing, branding for the app and feedback sessions with mentor and peers, resulting in high fidelity mockups and prototype

## Experience

- Oct 2019  
Present

**Brand Consultant**  
Self-Employed
  - + Consult with senior marketing, design and product leaders on brand strategy for clients, conducting market research and competitive analysis
  - + Create deliverables that merges business needs with user needs
  - + Establish KPIs and execute testing to measure project success and optimize accordingly
  - + Support the updating and maintenance of clients' brand messaging
- Jun 2018  
Jan 2020

**Communication Specialist**  
Arrive Logistics
  - + Established brand messaging guidelines and developed processes for internal and external communication
  - + Oversaw all internal and external communications, from strategy to execution, with an accute attention to detail to ensure consistency in company messaging
  - + Executed testing on website layout, imagery and copy to determine best performing content
  - + Analyzed qualitative and quantitative data for all internal and external communication projects
- Mar 2017  
Jun 2018

**Lead Editor & Community Manager**  
MarTechExec
  - + Developed the MarTechExec Editorial Style Guide to provide clarity for all in-house and freelance writers on the publication's editorial style
  - + Collaborated with marketing, product and design teams to ensure a unified experience for the site's users
  - + Built and maintained internal creative resources library, including workflows, best practices and style guides
  - + Managed Assistant Editors via the creation and deployment of training materials, workflows and personal feedback sessions

## Education

- 2020  
2021

**UI Design Certification**  
CareerFoundry
- 2012  
2016

**B.A. in Communication**  
Concordia University Texas  
*Specialization in Mass Media*