



# Ashley Schaerer

## Product Designer

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stripedhorses.app

### SUMMARY

I'm a product designer and visual problem-solver who has a passion for Healthcare, mission-driven design, and baking.

### PROJECTS

#### **Striped Horses | Social Network App | 2020 - present**

A community for moms of children with undiagnosed and rare diseases.

See landing page: stripedhorses.app

#### **UX Research | Website Redesign | 2020**

Care Rescue LA, Los Angeles, CA

UX Research project for non-profit animal rescue organization.

#### **Healthvitae | Cloud Storage Application | 2019**

Tools: Sketch/Figma, inVision

Designed to allow users to store their medical records.

#### **More Than Fluffy | Cat Adoption Application | 2019**

Tools: Sketch/Figma, inVision

A cat adoption app that matches you with cats based on your lifestyle and personality.

### EXPERIENCE

#### **Visual Designer | April 2017 - October 2018**

Pixologic, Inc. , Los Angeles, CA

Creating 3D graphics, marketing content, and graphic design work.

#### **Internship | December 2016 - April 2017**

Pixologic, Inc. , Los Angeles, CA

Creating 3D graphics, marketing content, and graphic design work.

#### **Administrative Clerk | January 2013 - September 2013**

Raiffeisen Bank , Sulgen, Switzerland

#### **Graphic Design Internship | June 2011 - August 2011**

Q Kreativgesellschaft , Wiesbaden, Germany

### EDUCATION

#### **UI/UX Program | November 2018 - October 2019**

Bloc, San Francisco (remote), CA

Bloc is a remote mentorship program covering the research, testing, and visual design components of UX/UI plus Front-End Development to build and deploy projects.

#### **Los Angeles Film School | 2014-2016**

Hollywood, Los Angeles, CA

Associate of Science in Animation

#### **Schule für Gestaltung | 2008 - 2012**

St.Gallen, Switzerland

Bachelor in Graphic Design

### SKILLSET

UI/UX Design

Visual Design

User Research & Testing

Brand Strategy & Identity

Information Architecture

Personas & User Stories

Wireframing & Prototyping

### TOOLS

Sketch

Figma

Adobe Creative Suite

InVision

Usabilitytest

Usability Hub

JIRA

Microsoft Visio

HTML, CSS, & JavaScript

Github

Maze

### LANGUAGES

English

German