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 - November 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 - November 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
Usabilitest
Usability Hub
JIRA
Microsoft Visio
HTML, CSS, & JavaScript
Github
Maze

▍LANGUAGES
English
German