

Ashley Wolinski

UX Designer

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UX/UI Projects

Bestie

April-May 2021

- Designed a user centered accountability partner feature to achieve the business goal of increasing engagement.
- Assessed industry leaders, conducted and synthesized primary and secondary research, and generated personas and how might we's to design user flows, sketches, low fidelity into high fidelity wireframes, prototype for rounds of user testing and iterations based on testing data.

Savr Recipes

March 2021

- Ran a 5 day modified Google Ventures sprint to design a step by step recipe guide that fit user's needs.
- Synthesized user research from Savr to identify user pain points, mapped user flow, conducted research on competitors, ideated to generate a solution sketch and user storyboard, rapidly prototyped for and conducted user testing, and reflected on next steps due to limited timeline.

Engage App

October 2020-March 2021

- Identified a real world problem and developed an app to allow parents to empower their kids to earn screen time through self-selected off screen tasks.
- Conducted secondary and primary research, synthesized findings to generate an affinity map, persona's, how might we's and user stories to ideate and start the design process.
- Designed a site map, user flows, multiple rounds of sketches, wireflows, low and high fidelity wireframes and prototypes.
- Facilitated guerilla testing for sketches, usability testing with prototypes and developed iterations based on testing data.

Experience

UX Designer - Intern

Schoolio Learning, Inc

May-July 2021

- Synthesized research from previous design team, including empathy mapping, persona creation, developing how might we's and a mood board.
- Iterated sketches and wireframes to suit the start up's goals while remaining user centered.
- Collaborated with internship team and stakeholders to produce landing screen redesign + prototype.

Elementary School Teacher

Colonial School District

2015 - Present

- Lead classroom with empathy.
- Manage multiple projects simultaneously.
- Exhibit growth mindset and reinforce in scholars.
- Create user-centered website appropriate for young children to independently navigate confidently.

About

I'm a UX Designer with a background in education. I'm seeking change because I love the growth process that UX Design yields.

Education

Springboard

UX/UI Design Career Track Certification 2021

700+ hour immersive course in UI/UX methodologies & technologies

Wilmington University

Masters of Elementary Education 2015

University of Delaware

Bachelors of Science in Leadership 2012

Skills

- user-centered design
- user experience
- prototype design
- user research
- information architecture
- sketching & wireframing
- user testing
- communication
- coachable
- leadership
- time management
- empathy

Tools

- Pencil + paper
- Figma
- Sketch
- Invision
- Marvel