

ASHTEN SMITH

UX Designer

PERSONAL BACKGROUND

SF based musician-turned-UX designer. I focus on thoughtful, empathetic and sustainable solutions to everyday problems.

SKILLS

User Research
Wireframing
Mockups
A/B Testing
Use Flows

User Testing
Rapid Prototyping
Card Sorting
Personas
Journey Maps

TOOLS

Sketch
Balsamiq
Adobe XD
HTML/CSS3

InVision
Marvel
InDesign

GET IN TOUCH WITH ME

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Behance: <https://www.behance.net/ashtensmitb97f>
Linkedin: <https://www.linkedin.com/in/ashten-smith-ba4648173/>

Based in San Francisco, CA

WORK EXPERIENCE

UX Designer

Freelance | Mar. 2018 - Present

Conduct user research, interviews and surveys for clients looking to improve the usability of their websites. Primarily research through heuristic evaluation and A/B preference testing to present findings and recommendations to clients to increase web traffic and results.

Content Designer

Songbird Studios | Mar. 2016 - Sept 2018

Conduct user research and testing. Assist in identifying problem space resulting in lack of enrollment, from website design to course content overall. Collaborated with CEO and event manager to create and implement curriculum and marketing strategy for Songbird Studio's infant-toddler class: Little Tweets. Increased enrollment for program by 150% through improved user onboarding and course content.

PREVIOUS EDUCATION

Career Foundry

Certificate in UX Design, 2018

- 500 plus hours of training with industry-leading mentors; which was designed by experts from companies like Apple and Amazon
- Focus on data-driven UX methodology with a comprehensive, hands-on training spanning from user research and user journeys to information architecture, wireframing, prototyping and conversion rate optimization
- Developed several real world projects during the course, using software such as InVision, UXPin, and Sketch

San Francisco Conservatory of Music

Master of Music, 2017

California State University, Bakersfield

Bachelor of Arts, Music and Psychology, 2014