

ASHTEN SMITH

USER EXPERIENCE DESIGNER

CONTACT



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<https://ashtensmith.github.io/portfolio-site-ashten-smith/>

PROFILE

Ashten is a process-driven UX leader who designs solutions to problems that are transparent, unpretentious and empower the user to live their best lives.

EDUCATION

Masters in Music

San Francisco Conservatory of Music
2017

BA Psychology

California State University Bakersfield
2014

SKILLS

- Mentorship, UX and product strategy, UX vision work, Post-production usability testing, Prototype testing, Facilitation, User interviews, User research, Heuristic evaluations
- Sketch, InVision, XD, Axure, Figma, Trello, Pendo, Keynote, Google Suite
- HTML, CSS, Javascript, React, Github

EXPERIENCE

USER EXPERIENCE DESIGNER

AppFolio | Mar 2019

- Responsible for the usability of the Utility Management business line.
- Facilitates brainstorming activities for product development teams and product leadership.
- Owns discovery for both tactical and strategic initiatives for the utility management product.
- Validates solutions through user testing and behavioral data.
- Implements change management strategies for both customers and internal users.
- Creates product visions to help orient teams to the larger product ecosystem and problems spaces they are working in.
- Mentors new and onboarding designers to prepare them to be successful at owning the usability of the solutions in their teams.
- Educates designers and cross-functional team members on usability heuristics to process, prioritize and eliminate UX debt.