Ashley Ticzon

CONTACT DETAILS

Cell: (408) 421-9552
amt258@cornell.edu
https://github.com/aticzon
Lyon Hall Room 410, Ithaca, NY, USA 14853

PORTFOLIO

ashleyticzon.com

SKILLS AND INTERESTS

PROFICIENT IN:
- SKETCH APP
- PRINCIPLE FOR MAC
- ADOBE PHOTOSHOP
- HTML
- CSS
- USER TESTING
- JAVASCRIPT
- JQUERY
- GIT
- PYTHON
- MOCKUPS AND WIREFRAMES
- CLIENT REQUIREMENTS MANAGEMENT

ACTIVITIES/HONORS

Cornell Design & Tech Initiative, Product Designer
- Designing an app and website to regulate the flow of office hours and to allow students to more easily ask questions during busy office hours. This product is currently being implemented into the class CS 1110.

Spark Product and Industrial Design
- Building a website for incoming freshmen to make their transition to Cornell easier by matching them up with mentors and giving them more information about life at Cornell.

Women in Computing Photography Committee

Cornell Dean's List

Cornell Tradition
-Awarded to less than 4% of Cornell Undergraduates for commitment to service and academic excellence.

Salvation Army Volunteer

ACADEMIC BACKGROUND

CORNELL UNIVERSITY

Ithaca, NY
Bachelor of Arts in Information Science
- GPA 3.55
- Attended from 2017-2021
- Concentrations: UX (User Experience) and Interactive Technologies

PRESENTATION HIGH SCHOOL

San Jose, CA
High School Diploma
- GPA 4.3
- Attended from 2013 to 2017

PROJECTS

CLARITY

Tools Used: Sketch App, Principle for Mac, and Photoshop
I designed an app that would use AI to judge a user's skin type and skin age. Users can scan a barcode of a product or manually search the product to learn how product ingredients might personally affect their skin type and skin concerns. Users can even learn basic information about the safety of each ingredient.

SAPCENTER.COM

Tools Used: Sketch App and Principle for Mac
I recognized a problem with the experience at SAP Center as there are so many choices for food and beverages that guests at SAP have a hard time finding quality food for their price range. I redesigned the "Food and Beverages" page so that guests can filter out options and find the best meal. I created on Sketch a desktop and mobile version of the web page.
I am not affiliated with SAP. This was a personal project

ITHACA APPLE HARVEST FESTIVAL

Tools Used: HTML, CSS, and JavaScript
I redesigned an existing website to make it more visually aesthetic and useful for the user so that users can even look at it on their mobile phone. I combined design elements and JavaScript to form a cohesive and responsive website. To further improve the website I created I ran a series of user tests to improve my design.

WORK EXPERIENCE

SOCIAL MEDIA MANAGER

Cornell University ILR School | Aug 2017 - June 2018

- Brainstormed with Head of Admissions at weekly meetings for new marketing ideas.
- Instagram followers grew by 30%, impressions increased by 112.7%, and engagement grew by 101.5%.