



ASHLEY WORSHAM

USER EXPERIENCE DESIGNER

EXPERIENCE

UX DESIGNER

Grio

November 2018 - Present | San Francisco, CA

- Designing mobile apps for iOS and Android, and responsive web apps
- Building design systems for big name clients
- Creating assets and illustrations for in house mobile games
- Working closely with developers to build and ship simple solutions for complex issues

UX DESIGNER

Gardenuity

April - November 2018 | San Francisco, CA

- Lead the redesign of Gardenuity's website for mobile and desktop to drive business growth.
- Increased conversions by over 100% in 3 weeks by optimizing site for mobile.
- Managed developers, conducted usability tests, and coordinated campaign timelines.

FREELANCE DESIGNER

Ashley Worsham Designs

May 2017 - Present | San Francisco, CA

- Created mobile sports betting app in 6 days that received \$1 million in funding.
- Conceptualized and designed personal trainer matching website through market and UX research.
- Designed user-friendly parking app and conducted guerrilla user testing.

UX DESIGN INTERN

Fluid Designs

Sep - Dec 2017 | San Francisco, CA

- Collaborated with global design team and developers to craft website redesigns, UX consultations, and UX solutions.
- Designed, and created consumer site and CMS for non-profit in Africa.

CONTACT

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EDUCATION

HULT BUSINESS SCHOOL

Master of International Business, Entrepreneurship
2016-2017

SANTA CLARA UNIVERSITY

Bachelor of Science, Psychology
2012-2016

SKILLS

Sketch

Invision

Zeplin

DSM

Figma

MS Excel

Wireframing

Sketching

Illustrations

Agile/Scrum management

Prototyping

User Interviews

Usability Testing

A/B Testing

Personas

Storyboarding