



ASHLEY WORSHAM

USER EXPERIENCE DESIGNER

## EXPERIENCE

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### SENIOR UX DESIGNER

Grio

Dec 2021 - Present | Dallas, TX (remote)

- Leading design to craft website redesigns, UX consultations, and UX solutions
- Streamlining broker quoting flows and conducting user research for health insurance platform
- Collaborating with developers to create best in class HVAC remote diagnostics responsive web app

### UX DESIGNER

Grio

November 2018 - Dec 2021 | Dallas, TX (remote)

- Designed mobile apps for iOS, Android, and responsive web apps.
- Built comprehensive design systems for big name international clients.
- Created interaction flows and illustrations for in house mobile games.
- Worked closely with developers to build and ship pixel perfect, engaging designs.

### UX DESIGNER

Gardenuity

April - November 2018 | San Francisco, CA

- Led the visual and interaction redesign of e-commerce website for mobile and web to drive business growth
- Increased conversions 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 platform through market and UX research.

## CONTACT

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## EDUCATION

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### HULT BUSINESS SCHOOL

Master of International Business, Entrepreneurship  
2016-2017

### SANTA CLARA UNIVERSITY

Bachelor of Science, Psychology  
2012-2016

## SKILLS

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Figma

Sketch

Invision

Zeplin

Jira

Information Architecture

Wireframing

Sketching

Illustrations

Agile/Scrum Management

Prototyping

User Research

Usability Testing

A/B Testing

Persona Development

Task Analysis

Storyboarding

Requirements Workshops