



# ASHLEY WORSHAM

## USER EXPERIENCE DESIGNER

### EXPERIENCE

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#### UX DESIGNER

Gardenuity

April 2018 - Present | San Francisco, CA

- Leading the redesign of Gardenuity's website for mobile and desktop.
- Increased conversions by over 100% in 3 weeks by optimizing site for mobile.
- Managing developers in design projects, reporting user research results, and coordinating 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.

#### USER RESEARCH INTERN

Prism Labs

Oct 2017 - Jan 2018 | San Francisco, CA

- Spearheaded user interviews and usability tests, analyzed findings and composed summary reports for clients.
- Created high-end custom presentations with customer-specific visualizations and layout.

### CONTACT

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linkedin.com/in/ashleyworsham

### 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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Sketch

Invision

Figma

MS Excel

Wireframing

Sketching

Agile/Scrum management

Rapid Prototyping

User Interviews

Usability Testing

A/B Testing

Personas

Storyboarding