ASHLEY MAY

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WWW: [Bold Profile](#)

PROFESSIONAL SUMMARY

Accomplished designer with outstanding interface performance analysis, project modeling and mapping skills. Analyzed, documented and reported challenges affecting interface output. Critical thinker with great analytical background.

WORK HISTORY

UX/UI Designer, 11/2022 - Current

Coin Metrics – Boston, MA

- Creating user-centered designs by understanding business requirements, and user feedback
- Creating user flows, wireframes, prototypes and mockups using Figma
- Translating requirements into style guides, design systems, design patterns and attractive user interfaces
- Designing UI elements following the Atomic Design Principles
- Identifying and troubleshooting UX problems (e.g
- Responsiveness)
- Creating original graphic designs (e.g
- Images, simple illustrations)
- Collaborating with a small nimble team of product, UX designers and engineers to understand business requirements and user experience goals
- Incorporating customer feedback, usage metrics, and usability findings into design in order to enhance user overall experience
- Originally used Google Optimize, now using Optimizely, Hubspot, Google
- Analytics
- Assure Accessibility through WCAG guidelines to adhere to at least AA standards
- Using tools such as: AXE, Lighthouse, WebAIM, UserWay
- A11y.
- Completed in-depth product design tests using updated software tools.
- Implemented design feedback from customers and internal stakeholders to improve project outcomes.

- Employed design fundamentals when selecting typography, composition, layout, and color in design work.
- Researched trends and projected industry changes to capitalize on emerging opportunities.
- Designed mock-ups and simulations for review, finding and fixing animation problems.
- Used Figma, Midjourney, ect. to create computer-generated effects and simulations.
- Developed creative design for print materials, brochures, banners, and signs.

Web Designer/Developer, 10/2021 - 11/2022
Fidelity Payment Services – Flushing, NY

- Create and maintain assets for Web, Marketing, Social
- Maintain and create new web pages in figma, update the Design
- System to maintain brand authenticity
- Create Brand Guidelines and make sure they were used across the
- Company
- Build and maintain the marketing website in WordPress (Elementor)
- HTMl, CSS, JavaScript, PHP
- Incorporating customer feedback, usage metrics, and usability findings into design in order to enhance user overall experience using
- Mailchimp, GTMetrix, SEMRush, OptinMonster
- Assure WCAG AA standards are met on company platforms.
- Developed graphic and image assets for both content and digital marketing efforts.
- Promoted brand identity by creating company logos and delivering attractive, user-friendly and unique website.
- Designed highly engaging interactive user interfaces that complied with modern web standards.
- Designed user interface to meet client specifications,
- Troubleshot technical issues and optimized websites for search engine optimization, performance and accessibility.
- Delivered technical presentations to illustrate proposed site designs.
- Recommended changes to website architecture, content and linking to improve SEO positions for target keywords.
- Tracked, reported and analyzed website analytics to drive strategy and improve user experience.

Junior Engineer, 08/2019 - 11/2021
Salesforce (Contract) – San Francisco, CA

- Adhering to the Atomic Design principles while creating components in
- Next.js
- Lightning Design System team as a Jr
- Developer

- Contributed to the internal Design System Guidelines and trails for Trailhead
- Building mobile first to ensure user accessibility along the way
- Incorporating customer feedback, usage metrics, and usability findings into design and development in order to enhance user overall experience
- Used AXE, Lighthouse
- Assure WCAG standards were met at an AAA standard platform wide.
- Studied corrections from senior engineers to learn and grow professionally.
- Adhered to timelines to meet quality assurance targets.
- Consulted with other disciplines and clients to resolve issues effectively.
- Worked closely with engineers and assisted with testing of web products.

Web Developer/Designer, Front-End Developer, 02/2021 - 08/2021
Stephen Donnelly and Associates
- Attend client onboarding sessions, Obtain assets, Design Websites with Figma
- Build Websites using WordPress (Divi, Elementor, Avada, WpBakery)
- HTML, CSS, JavaScript, React, PHP
- Each project was built with respect to its individual tech stack requirements
- Incorporating customer feedback per each client's site needs, usage metrics, and usability findings into design in order to enhance user overall experience
- Used Mailchimp, GTMetrix, SEMRush
- OptinMonster,SMartlook, Google Analytics, Optimizely
- Assure WCAG standards are met on client and company sites
- Salesforce (creatives on Call

Web Developer/Designer, 08/2018 - 08/2019
Freelance – Columbus, OH
- Designing websites with Figma
- Building websites with WordPress.
- Created content with SEO keywords drawn from Google Analytics.
- Wrote quality content for clients, enabling site visitors to quickly obtain information.
- Conducted regular content audits to identify gaps and redundancies of content.
- Created digital image files for use in digital and traditional printing methods.
- Employed design fundamentals when selecting typography, composition, layout, and color in design work.

EDUCATION

H.S. Diploma

North Adams High School - Seaman, OH

SKILLS

- Design Systems
- WCAG 2.1 (A11y Best Practices
- Responsive Web Design
- Mobile Design (iOS, Android)
- Unit Testing
- SEO Best Practices
- REST API Integration
- Git Version Control
- HTML, CSS, JavaScript, PHP
- React.js, Vue.js, Gatsby.js, Next.js
- WordPress (Divi, Elementor, Avada)
- Styled Components, Tailwind, SASS
- Smartlook CRO
- Google Optimize
- Hubspot
- Yoast
- GTMetrix
- Figma
- Adobe Photoshop
- Contentful
- AXE, Lighthouse

- Optimizely
- OptinMonster
- Mailchimp
- SEMRush
- Ahrefs
- Agile Methodology
- Software Deployment
- Production Work
- Mockups and Prototypes
- Ada Compliance
- Training Junior Team Members
- Landing Page Optimization
- E-Commerce Marketing
- Customer Needs Assessments
- Usability Testing
- Website Maintenance
- Version Control Systems
- Cross Browser Compatibility
- Image Editing and Retouching
- AB Testing

CERTIFICATIONS

- [WebAim WCAG Certification], [WebAim] - 2023