

Ashley Johnson

UX Visual Designer

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ACADEMIC BACKGROUND

Stephen F. Austin State University

American Sign Language I Nacogdoches, TX
2012-2016

CERTIFICATIONS

Google / Coursera

Google UX Design Professional Certificate
Nov 2024

Google AI Essentials Certificate
Nov 2024

DESIGN SKILLS

User Interface Design
Cross Platform Consistency
Optimization
Digital Media Design
Conducting Usability Studies
Contextual Research
Wireframe and Prototyping
Empathy Maps
Web Design
Packaging Design

TOOLBOX

Figma
Canva
Claid.Ai
HTML
CSS
Javascript
User Research
Hubspot & Salesforce

SOFT SKILLS

Problem-Solving
Attention to Detail
Patience & Empathy
Adaptability

ASK ME ABOUT

My Favorite Video Games
Why I Love the Color Blue
Writing Children's Books
The Nature of Aesthetics

DESIGN HISTORY

UX/UI Designer

CustomHappy | Remote, Georgia
October 2020 - Present

Utilized Canva and Claid.Ai to create fresh new product mockups for listings and marketing materials, which enhanced the visual appeal, increased engagement, and helped drive higher conversion rates.

Successfully redesigned the company newsletter to align with brand standards, ensuring a cohesive and professional look. As a result, the newsletter achieved a 12% increase in both click-through and open rates

Fostered collaboration and consistency across teams by working closely with product managers and developers, ensuring alignment on project goals and deliverables.

Technical Advisor

Apple | Remote, Texas
July 2019 - October 2020

Partnered with Engineers to implement customer feedback from chats and surveys, prioritizing key issues and enhancements.

Provided UX-focused customer support for both individual and business clients, addressing their unique needs by offering tailored solutions. Focused on enhancing usability and satisfaction across all touchpoints.

Supported internal advisors by sharing UX insights and technical guidance, improving the efficiency of customer support processes across global teams.

Junior Assistant

San Augustine County Judge | Assistant | Texas
2016 - 2019

Assisted with data and asset gathering, spreadsheet creation, material procurement, and timekeeping for various projects and social events, both virtual and in-person.