AH

Ashley Hooker

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SKILLS

Adobe CC
Sketch
Figma
Axure
Invision
WordPress
HTML5/CSS, Basic Level
Jira
Miro
PowerPoint

Product Design

Design leadership

Creative problem-solving

Creative strategy

Analytical thinking

Print and digital production

Ability to work on a team and
independently

Brainstorming and ideation

Accustomed to an agile workflow

EDUCATION

B.F.A. Visual Communications '11
Cazenovia College, Cazenovia, NY

Driven and detailed UX/UI Mentor with 12+ years of experience delivering strategic, user-centered, digital experiences.

SR. UX Designer & Mentor 09.22–Present **Power Home Remodeling** – Chester, PA

• Conduct competitive and user research, user journeys, wireframes, prototypes, visual designs, development handoffs, user testing and feedback
• Contribute to WCAG compliance efforts across entire product suite
• Partner with stakeholders to drive change by evaluating methodologies, tools, and process
• Mentor and lead a team of 4 UX designers

ART DIRECTOR, USER EXPERIENCE 08.21–09.22 **Whereoware** – Chantilly, VA

• Understand business goals and user needs with workshops and user interviews
• Facilitate user testing on prototypes and live sites to understand friction points and gain understanding of desired user experience
• Create user cenetered wireframes and designs for B2B and D2C e-commerce web experiences

SENIOR UX SPECIALIST 01.21–08.21 **Northrop Grumman** – Baltimore, MD

• Elicit business goals and user needs from stakeholders through interviews and working sessions
• Document user requirements, screen designs, and design recommendations
• Facilitate customer discovery sessions/Workshops
• Create conceptual models, journey maps, personas and scenarios of use
• Create and refine prototypes
• Derive business processes, analyze user needs, assist in requirements definition, design browser-based interfaces, and design and conduct usability testing

SENIOR UI/UX DESIGNER 07.15–01.21 **R2integrated** – Baltimore, MD

• Ideate and design responsive & adaptive digital experiences focusing on usability and measurable objectives
• Undestand client and user needs to provide art direction and guidance on strategy and design
• Create UX workflows, wireframes, journey maps, and prototypes
• Deep understanding of technologies to collaborate with development team to see projects through execution, QA, and launch
• Foster new business initiatives including pitches, spec work, and presentations
• Optimize project process/workflow as lead member of solutions committee

DESIGNER 08.14–07.15 **Grafik** – Alexandria, VA

• Design engaging advertising campaigns across various formats, to include, digital, mobile, email, print, social media, and direct mail campaigns
• Lead, advise, and provide art direction for junior designers through project completion

DESIGNER 03.14–08.14 **Trampoline Design** – Glens Falls, NY

• Concept and design websites, print material and branding
• Work with creative team, while also acting as account lead and overseeing vendors

GRAPHIC DESIGNER 02.12–03.14 **ADG Creative** – Columbia, MD

• Concept and design websites, e-learning courseware, briefings, print material, branding and campaigns
• Collaborate with creative directors, art directors, designers, developers, strategists, project managers and account executives
• Support new business initiatives including pitches and presentations

GRAPHIC DESIGNER 06.11–02.12 **Knight Design Group** – Columbia, MD