contact

703–347–3275
ashley22@vt.edu
https://ashley–smith.net

skills

- figma
- inDesign
- adobeXD
- illustrator
- bootstrap
- tailwind CSS
- prototyping
- wireframing
- graphic design
- storyboarding
- cms tools
- photoshop
- material design

other

- javascript
- ES6
- jquery
- html5
- css
- sass
- react
- angular
- nodejs
- express
- contentful
- nodeJS
- gatsby

ASHLEY SMITH
designer & developer

experience

design & development | asurion

november 2021 – present

On the marketing team within product development, I created mobile–first, user centered designs for an e–commerce site. I work in Figma within an established design system designing reusable components for prototyping and brand consistency. Projects consist of redesigning the blog site, iterating on components to improve customer acquisiton, and redesigning navigation with user flows. I also conducted user testing and analysis to ensure usability and that my designs were intuitive. In addition to my design skills, I have a strong understanding of accessibility principles (my passion) and SEO practices. Lastly, I participate in the Developer Advocacy Program, contributing to blogs, podcasts, and video content.

Figma, SCSS, Tailwind, Javascript, React, and Contentful, Google Optimize etc.

web designer & developer | caci

august 2016 – november 2021

I was responsible for creating user flows, storyboards, and mockups for various projects including the Annual Report, customer website, and internal dashboard. I gained significant experience designing and developing for all websites, annu–al reports (both web and PDF versions with AdobeXD and InDesign), and client dashboards utilizing visualizations. I committed to ensuring that all designs were 508 compliant. I introduced a new design system process and style guide to ensure consistency and accessibility across all projects.

AdobeXD, InDesign, HTML5, CSS3, Bootstrap, Javascript, Jquery

developer | steel thread software

may 2016 – august 2016

I worked on storyboarding, creating mockups, prototyping with Angular, and developing original designs for agile ticketing software components. Uniquely we got to work on our projects while using our software. This really helped me better understand our users and provided empathy when working on new designs. I worked in a fast–paced and dynamic start up environment and was able to adapt quickly to new challenges and project requirements which frequently changed paths.

HTML5, CSS, Material Design, Javascript and Angular

education

Virginia Tech – B.S psychology