

ASHLEE PERRY

product designer

HELLO

I am a cross-disciplinary designer with a passion for people. Having training in psychology and a foundation in graphic design, I create meaningful and intuitive experiences that just make sense. I thrive when faced with challenging concepts in rapidly moving environments. From user research and prototyping to visual communication and marketing, I have an arsenal of skills to tackle every angle of the design process.

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💻 www.ashleeperry.com

SKILLS

Adobe Creative Suite & Sketch
Product Design
Personas & Scenarios
Interaction Design
Wireframing
Prototyping
User Testing
Responsive Design
HTML5 • CSS3 • JavaScript
Project Management

EDUCATION

Graduate Program, 2014 to 2015
BDW, University of Colorado Boulder,
Boulder, CO

Web design, brand development,
HTML, CSS, JavaScript, UX/UI, agile
methodologies, and innovative
thinking

**Post-Graduate course work in 3D
Animation, 2010 to 2011**
University of Colorado at Denver,
Denver, CO

**Bachelor of Science in
Psychology, 2008**
University of Central Florida
Orlando, FL



EXPERIENCE

User Experience Designer/Graduate Student, 2014 to Present
Boulder Digital Works (BDW), Boulder, CO

A non-traditional digital product development graduate program that is project-based and collaborative. Students learn to integrate design thinking, technology, and entrepreneurship. They are given hands on experience with industry professionals to solve real problems and create valuable products.

- **Product Designer & Founder, Fireside** – An app that allows you to quickly find a movie or tv show relevant to your mood and interests right now through an interactive madlib.
 - ▶ Conducted user research and testing, created product wireframes, prototypes, content strategy and designed user interface
- **Student Assistant**
 - ▶ One of 2 students chosen to facilitate the program
 - ▶ Created all marketing and internal materials, managed all social media outlets
- **Design Sprints** – 2-Day design and prototyping intensives working with industry partners solving business challenges.
 - ▶ Clients include: Uber, Allstate, Esri, Bernardin, Made Movement, Copper Mountain and Spiffly

Graphic Designer, 2013 to Present
Self-Employed, Denver, CO

- Array of design work for individuals and companies including: logo design, branding, print advertising, banner/website advertising, business cards, fliers, brochures and more

Graphic Designer, 2012 to 2014
TeamDaveLogan.com, Denver, CO

A services-based referral website designed as an implied endorsement generating trust and credibility to associated companies.

- Designed an annual advertising resource guide direct mailed to 500,000 Denver Metro Homes, producing a 30% increase in connected calls from the previous year
- Promoted from Administrative Assistant to Graphic Designer within 2 years