

Ashley Fife

I am a UI/UX Designer guided by the philosophy that design should contribute to a more progressive world. With a diverse background, I design with a purpose to improve the world around us, leveraging technology to create solutions that benefit us all.

CONTACT

ashleybfife@gmail.com

[LinkedIn](#)

[Design Portfolio](#)

TOOLS

Figma
Photoshop
Illustrator
InDesign
MailChimp
Squarespace
Wix
WordPress
Slack
Miro
Notion
AI

BONUS SKILLS

Commitment to Inclusion and Equity
Wire framing & Prototyping
Information Architecture
Data Analysis
Quantitative & Qualitative Research
Empathy
Project Management
Communication
Problem Solving

EDUCATION

Fort Lewis College, Psychology: Gender and Sexuality, 2015

Skill Crush, UI/UX Design Certificate, 2023

Skill Crush, Digital Marketing Course, 2024

Ashley Fife Design

TRAIL CREW ASSOC. | WEBSITE & NEWSLETTER JULY 2024 - PRESENT

- Update website design to reflect current events and integrate new blog posts, enhancing user engagement.
- Revise email marketing materials for improved readability and strategically increased donation buttons, boosting fundraising efforts.

MAPLE TESTIMONY | TESTIMONY SUBMISSION PLATFORM JULY 2024

- Utilize Figma for iterative design enhancements in preparation for a major platform redesign.
- Discussed user research methods to determine best techniques for gathering qualitative user feedback.

PERKINS CONSULTING | COUNSELOR WEBSITE NOV 2023 - DEC 2024

- Enhanced website design for better navigation, integrating impactful graphics and improving overall site usability.

CITY CYCLES | ONLINE BICYCLE RENTAL SHOP AUG 2023 - JAN 2024

- Successfully analyzed A/B testing, Google Analytics, and user interviews to redesign UI for bike rental check-out process, concluding two rounds of user interviews for a polished product.

SIT CONMIGO | FURNITURE MOBILE WEBSITE AUG 2023 - JAN 2024

- Developed a comprehensive web and mobile design including a color scheme, type scale, and user personas, culminating in a prototype for a chair checkout process that reflects the company's ethical mission and brand personality.

MIDNIGHT BREW | COFFEE SHOP STYLE GUIDE AUG 2023 - JAN 2024

- Designed a complete brand identity for a new coffee shop, including color scheme, type scale, brand imagery, logo, and social media headers, packaged into a comprehensive style guide.

Project Manager

APPALACHIAN MOUNTAIN CLUB MAY 2014 - SEPTEMBER 2019

UNITED STATE ANTARCTIC PROGRAM OCTOBER 2019 - OCTOBER 2021

POLAR FIELD SERVICES APRIL 2022 - JUNE 2023

- Engaged in managing projects and logistics across 7 backcountry hut facilities in New Hampshire and 5 remote science stations in remote polar regions.
- Directed workflow and logistics for crews of 2-18 team members while collaborating interdepartmentally, managing the needs of multiple projects, ensuring timely completion, and addressing resource allocation and operational challenges.
- Built strong relationships with cross-functional teams and internal stakeholders, actively incorporating feedback from end users and internal partners to keep projects on track and ensure successful outcomes.
- Managed cross-functional teams, ensuring efficient project flow and user-centric design in remote and polar regions.