

Ashlee Peterson

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Results-driven UI/UX designer with expertise in creating intuitive, user-centric interfaces and developing cohesive brand identities. Skilled in bridging design and front-end development to deliver innovative solutions.

WORK EXPERIENCE

Clarifi (Formerly known as Xyramid Inc.)

Oct 2023 – Present (1 year, 3 months)

UI/UX Designer

Davis, CA

- **Brand Strategy & Development:**

- Proposed and established a new brand, Clarifi, to align with the mission of making healthcare clear.
- Designed a dynamic, user-responsive logo using JavaScript (p5), enhancing investor perception and brand recognition.
- Built a comprehensive design system, including color palettes, illustrations, and patterns, creating a unified visual identity.

- **Website Design**

- Designed and developed the company website using MUI, ensuring a functional and cohesive interface within a two-week deadline.

- **AI Prototyping**

- Created health AI prototypes incorporating user-centric design principles and emerging technologies, resulting in engaging and accessible UI/UX solutions.

- **User Research**

- Conducted usability testing and iterative design refinements based on user feedback, optimizing interaction flow and user satisfaction.

Clackkeys Inc.

Aug 2021 – Sep 2023 (2 years, 2 months)

Lead Designer and Studio Manager

Davis, CA

- **Product Design**

- Directed product design lifecycle, including ideation, prototyping, and manufacturing coordination, to launch new products on schedule.
- Trained and led cross-functional teams to ensure consistent project delivery and quality.

- **Website Design**

- Created and iterated company website and social collateral.
- Created iteration prototypes for the XBOX games pass campaign and provided training to a team of 10 undergraduates to replicate final outcomes.
- Facilitated daily stand-ups and served as Scrum Master on a 6-month project with RIOT Games.

Other Experiences:

2024 Web Development Bootcamp

Dr. Angela Wu via The App Brewery

June 2023 – Aug. 2023 (3 months)

Remote

Javascript Development: The Complete Guide

Jonas Schmedtmann via Udemy

Aug. 2023 – Nov. 2023 (3 Months)

Remote

EDUCATION

University of California, Davis

Bachelor of Arts in Design, Emphasis on UI/UX and Web Development.

Graduated June 2023

Davis, CA

- Member of PIXEL graphic design club; conducted design sprints and practiced active design critique.
- Relevant Coursework:
 - DES 050: Introduction to Three-Dimensional Design
 - DES 112: UI/UX Design Principles and Practices
 - DES 115: Letterforms and Typography
 - DES 116: Visual Communication Studio
 - DES 145: History of Visual Communication
 - DES 154: Campaign Design and Branding

SKILLS & INTERESTS

- **Programs:** Figma, Adobe Illustrator, Adobe Photoshop, Spline 3D, Atlassian Suite, Adobe Creative Cloud
- **Languages:** HTML5/CSS, Javascript, basic PHP