



Ashlee Peterson

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About

Experienced UI/UX professional with a passion for collaborating with dynamic, results-driven teams. Proven track record of leveraging strong work ethic and determination to achieve impactful outcomes. Committed to personal and professional growth, viewing constructive feedback as a valuable tool for goal attainment. Adept at incorporating art history knowledge and artistic sensibilities into design concepts. Adept at identifying and classifying art trends to inform innovative design solutions.

Experience

10/2023 - Present
Hybrid
On-site

Lead Designer
Clarifi Technologies

- Developed brand vision based on founders' stories at Clarifi, creating brand guidelines, logo, company name, and initial UI for beta application, Claire.
- Designed chat, home, settings, and interactions for AI applications, utilizing branding system kit, wireframes, Figma, Illustrator, and extensive coffee consumption ;)
- Collaborated with cross-functional teams to create cohesive brand identities and marketing materials that exceeded client objectives
- Led redesign of company website, improving user experience and increasing online engagement by 40%

06/2021 - 09/2023
Davis, CA
On-site

Keycap Designer
Clackeys, Inc.

- Conducted training for a team of 3 undergraduates on the newly designed pipeline, using only free Trello as a project management software.
- Oversaw the entire product development process from concept to launch, including defining product requirements, managing prototyping and testing, and collaborating with cross-functional teams to ensure perfection in the user experience.
- Creates and iterated on company website and social collateral, using my educational wireframes and UI prototypes in a real world application.
- 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.

Education & Programs

2018 - 2023

Visual and Design Communications | Bachelor of Arts
University of California Davis

Programs, Skills, & Languages

- Programs: Adobe Creative Cloud Suite, Figma, Atlassian Suite,
- Languages: HTML, CSS, Javascript
- Skills: Brand Design, Icon creation, Wireframing, Prototyping, Asset Standardization