

# ashley katz

Ashleykatzdesign.com | ashleykatzdesign@gmail.com | 919 – 971 – 5387

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Crafting user-first and consumer point of view solutions that focus in on brand value, experience design and technology.

## EDUCATION

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BACHELOR OF ARTS IN ART  
Concentration: Graphic Design  
University of North Carolina  
at Pembroke

## SPECIALTIES

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- + Branding
- + Visual Design
- + Prototyping
- + Interaction Design
- + UX/UI
- + Campaign Message Concepts & Execution
- + Team lead and mentor

## SKILLS

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- + Adobe Creative Suite, specializing in Illustrator, Photoshop and InDesign
- + Sketch and InVision App
- + HTML5 and CSS3
- + Familiarity with Balsamiq, Javascript and jQuery

## COMMUNITY

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- + Director of Student Engagement | AIGA Raleigh
- + Member | TriangleUXPA
- + Member | Ladies that UX
- + Design Consultant & Photographer | Lung Cancer

## WORK EXPERIENCE

### USER EXPERIENCE DESIGNER

Lenovo | Morrisville, NC | September 2018 – Present

- Applies user-centered design thinking principles to understand and define user flows, mockups and prototypes for web applications.
- Creates simple and easy to find experiences for customers to achieve their goal(s) on lenovo.com while accelerating the growth of sales and profit engine.

### ART DIRECTOR

Media Partners Inc. | Raleigh, NC | May 2018 – September 2018

- Creates wireframes, designs, and interactive prototypes for desktop and mobile websites while creating UI elements and photographing whenever necessary.
- Presents design work and concepts to internal stakeholders and works with a team with designers, developers, photographers, videographers, and project managers.
- Leads the design team with enthusiasm and empowers each designer to achieve new goals.

### SENIOR DESIGNER

Media Partners Inc. | Raleigh, NC | October 2016 – May 2018

- Developed and designed up-to-date creative concepts for online interactive, broadcast media, and print.
- Ensured all designs met both visual and textual branding standards of the client's business and designs to meet the needs and budgetary constraints of each project.
- Delivered high-quality design documents: sitemaps, wireframes, high fidelity prototypes, HTML emails, interactive banners, advertisements, direct mail, and brochures.

### LEAD GRAPHIC DESIGNER

Strawbridge Studios | Durham, NC | August 2009 – October 2016

- Lead designer (fulfilled duties as Marketing Manager) responsible for leading the design team consisting of 3 to 5 designers.
- Conceptualized the school industry's most innovative product to date, creating over one million dollars in new revenue with minimal production costs.
- Produced day-to-day marketing materials, including flyers, brochures, advertisements, and custom designs.
- Directed and oversaw long-term promotional projects from conceptualization to design to production.