



**ASHLEY HIRSCH**

Senior UI/UX Designer

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## Summary

Advanced skills in user testing, usability design and user interface design. Especially diligent when breaking down complex product logic into sophisticated and accessible user flows. Works passionately against inconsiderate UX. A strong advocate for field testing. Holds firm beliefs that product strategy should always revolve around driving value for the customer.

## Education

### New York University

Tisch school of the Arts  
BFA with honors in theater & producing

### The Arts Student's League of New York

Figure drawing & oil painting

### Peter Knapp Training Course

Presenting effectively

### Lynda.com Courses

Usability testing  
Analyzing user data  
Creating personas  
Scenarios and story boards  
Ideation  
Implementation planning  
Full stack vs. frontend  
Ethics of persuasive design  
Harnessing illogical reactions  
Creating credibility  
Foundations CSS & HTML

## Experience

### Senior UX/UI Designer @ hungryhouse

2014 - Present

User testing, usability design, product strategy and interface design

### Freelance UX/UI Designer in NYC

2013 - 2014

Project management, wordpress, UX consulting & interface design

### UX Designer @ 72 Pixels

2011 - 2013

Business analysis, requirements gathering, ideation, usability design, interface design

### Assistant @ Susan Holland Events

2010 - 2011

Coordination, location scouting, account management & admin

### Development Intern @ TTTV

2009

Development for non fiction programming, research, & writing

## Skills

User testing  
User research  
A/B testing  
Prototyping  
Product design  
Project management  
Requirements gathering  
Google analytics  
Wireframes (Sketch)  
Mockups (Sketch/CC)  
Asset Delivery (Zeplin)  
HTML5 & CSS3

## References

**Erin Fellows**, Head of Design at hungryhouse, former manager. erin.jeavonsfellows@gmail.com

**Erin McLaine**, Global Head of CVR Optimization at Delivery Hero, former manager. erin.mclaine@deliveryhero.com