

# ASH BURKE

## UX/UI DESIGNER

+1 (917)-302-4984

hello@ashburke.com

www.ashburke.com

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### PERSONAL PROFILE

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As a UX Designer with a background in Industrial Design, I am well versed in the physical and digital experience of users. In my work, I leverage skills in product design, building relationships with high profile manufacturing partners, and advocating for new product development. As I move forward with my career, I aim to continue to focus on user-centric digital design while working alongside other like-minded individuals.

### EMPLOYMENT HISTORY

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#### UX Designer

LineUp NYC (Dec 2019 - Jan 2020)

- User Research - 10 user interviews with crowdsourcing app users.
- Understand the primary user and make design suggestions to suit their needs and behaviours.
- Continuous contact with stakeholders showcasing our UX process.
- Hi-Fidelity Prototype Design is now being Coded up for launch.

#### Product Designer

Workspace11 (Feb 2016 - Oct 2019)

- Managing two teams of Fabricators and Installers.
- Grew social media following by 110% by researching who our primary audience is and results showed with new and continuous projects coming in.
- Redesigned the new website through Duda giving a clearer breakdown of our services and a much more user friendly site to navigate through.

#### Co Director

Gowanus Projects (Feb 2017 - Oct 2019)

- Communicated with Artists and Fabricators to create pieces for a solo exhibition.
- Curated the Exhibition layout.
- Lead Designer for marketing and media production using Adobe Creative Suite and Wix to build out the website.

### ACADEMIC PROFILE

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#### General Assembly

User Experience Design Immersive, NYC

450+ hours

Full-time User Experience Design Immersive course focused on learning core skills covering the entire experience design process, including user research, data synthesis, sketching, prototyping, usability testing, interface design, and presenting to stakeholders.

#### National College of Art and Design

Graduated Class of 2015

BA (Hons) Industrial Design

### SKILLS AND ABILITIES

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- User Testing
- Contextual Inquiry
- Persona Development
- User Journey
- Prototyping
- User Research
- Sketching
- Wireframes
- Concept Development

Software:

- Sketch
- Figma
- Invision
- Adobe Suite
- Rhino
- Airtable
- Zeplin
- Wordpress

[LINKEDIN](#)

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[MEDIUM](#)

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