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Education

School of Visual Arts

Class of 2018
MFA, Interaction Design

Belmont University

Class of 2013
BBA, Entrepreneurship

Honors

Interaction '18 Student Design
Challenge Finalist

Verizon Connected Futures '18

Bloomberg AR Prototyping
Fellowship

Highlighted In

Venture Beat
Entrepreneur
Politico
The Muse
Ed Surge
Inc.

Membership Puzzle Project
Tech at Bloomberg
The Nashville Scene

Amy Ashida

I have almost 10 years of professional design experience in product, web, and branding. Recently I have been focused on service design and research. I care about making important things like policy, public services, financial stability, and education equitable and accessible.

Affiliate Program Coordinator

Membership Puzzle Project

2017 - Present

- Coordinated a 6 month research program to understand how 5 different independent news sites across the world approached membership.
- Consulted with sites to identify individual research questions and goals for their membership programs. Provided examples, resources, and suggestions based on MPP's research findings.

UX Designer/Graphic Designer

TechnologyAdvice

2014 - 2017

- Led discovery, research, prototyping, testing, and roll-out processes for a web-based internal CRM tool designed to improve efficiency for employees
- Worked with executives to define the roadmap for new products and designed prototypes used to pitch new revenue stream opportunities
- Led effort to more capture and use data and user testing - organized and executed redesigns, new ideas, and A/B tests to help grow monthly unique visitors by 92% and sales opportunities by 39% over 1 year
- Led the implementation and use of tools such as click tracking, heat maps, session recording, polls, and user interviews, which inspired and guided four major redesigns

Brand Designer

Proof Branding

2013 - 2014

- Worked in an agency setting communicating directly with 15 clients to define and execute branding needs including logos, print, and web
- Led the redesign process for seven different websites over the course of nine months
- Helped facilitate brainstorming and discovery workshops which inspired better team alignment for our clients and informed design decisions

Graphic Designer

Freelance

2009 - 2014

- Worked with 30+ small businesses to deliver design, branding, and marketing solutions that helped increase their outreach and brand identity
- Developed a cross-platform PR campaign that created over 8,000 impressions in two months and increased performance bookings
- Created digital advertisements, print materials, and wayfinding for a music festival which helped draw and guide over 15,000 attendees