

ASHLEY WORSHAM

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DESIGN EXPERIENCE

UX RESEARCH INTERN

Prism Labs

San Francisco, CA

- Conduct user research interviews

WESTFIELD PARKING APP

San Francisco, CA

- Created wireframes for mobile app to help shoppers find parking spot
- Helped users focus using strategic coloring and simple layouts

EL GREG INC. WEBSITE

San Francisco, CA

- Updated website for whole sale frozen food company
- Produced modern, fresh UI patterns to renew brand image
- Researched competitors to compare features and functionality

UNION BANK MOBILE APP

San Francisco, CA

- Designed improved functional log-in page
- Created clear and simple onboarding system based on user pain points

FITSPACE

San Francisco, CA

- Interviewed personal trainers to assess problems gaining clients
- Conducted multiple rounds of usability tests with paper, low and high fidelity prototypes
- Created two-sided platform for trainers and clients to match

AIRBNB CASE STUDY

San Francisco, CA

- Conducted guerrilla usability tests on new "experience" feature
- Designed low fidelity wireframes for redesign

EDUCATION

HULT INTERNATIONAL BUSINESS SCHOOL

San Francisco, CA (2016-2017)

Master of International Business (MIB)

SANTA CLARA UNIVERSITY

Santa Clara, CA (2012-2016)

Bachelor of Science in Psychology (BS)
Minor Degree in German Studies

SKILLS

Sketch, Invision, UX research, SPSS, WordPress