Ashley E. Sanchez

Technical Creative

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My strengths are based in design & interconnection. I enjoy working with clients whose products, services or causes solve a human problem. A fine artist at heart, I creatively use understanding of user experience (UX) & user interface (UI) design principles, along with technical skills in data analysis, user prototype testing, digital marketing, SEO/ web development (HTML/CSS/Js), integrations/automations & research to design & build scalable, clean, necessary products & hybrid application solutions, while keeping UI, interactions & design elements innovative & beautiful.

WORK EXPERIENCE

Founder, Lead Creative, Applied Arts Studio (AAS)   Jan 2020 – Present

These are recent clients(2022-23)I have taken as the **Sole Proprietor of AAS**. Active in the non-profit sphere, I've worked with multiple POC, immigrant-owned, small & large businesses in all markets, lending business & tech expertise priced fairly in both **Spanish** & **English.**

- *UX/UI Lead:* The Play District, Cozy Tech, DualPower, Tru Brand Media via **Figma & Atlassian Suite**
- *Digital Marketing/Social Media Content*: Bell & Washington, The Hooker Law Group, Lemon Pepper, American Italian Bistro, Tru Brand Media, via **Meta Business Suite, Tiktok, Youtube, Google Suite Ads/Analytics, Zapier, Klayvio, Hunter.io, MailChimp, Commercial/Radio Collabs: LaRaza, LaMega**
- *Web Design/Dev/SEO:* Dignify A Diva, SisterCare Alliance, GALEO, Salamba Wellness, Self Care Agency, SCHR, freezeframewellness.com, Team Halo Baseball, TPD, SCHR, Notarizy, The HL Group via **Wordpress, Shopify, Squarespace, Webflow, HTML5/CSS/Js, GoDaddy, CopyAI, NotionAI, ChatGPT**
- *Graphic Design, 2D/3D, & Video:* All above clients + FREVER, FAMU Alumni Assoc. via **Adobe PS/LR, Spline, Adobe Creative Suite, Canva, Inshot, Splice, CapCut, Procreate, iMovie**
- *Business Development & Operations:* All above clients + tools: **Google/Microsoft Suite, Clio/Clio Manage (CRM), Tableau, ManyChat** *(Analytics available upon request)*

Product Director, Hybrid Application Developer, The Play District   Jan 2022 – Present

We function as a true start-up culture, often wearing many hats. Along with visually designing & building The Play District V2, I designed its data architecture, dashboard analytics and wrote all technical documentation.
- Data Architecture: **MongoDB** via **MongoCompass**, **Webflow** inherent CMS, and **AWS**.
- Hybrid Application: **Webflow, MemberStack, Jetboost.io** All UI & development designed/executed myself

Lead Design, UX/UI Design Project Lead, Tru Brand Media   Sept 2022 – May 2023
^NDA *Client A: view relevant patent here:* https://patents.google.com/patent/US20120062388A1/en

UX/UI: Acted as the **Project Design Lead**, meeting with designers, devs, & CEOs to create the **MVP** for an unprecedented hybrid mobile desktop app through various design stages: **SOW, build, to stakeholder & investor presentations** for Client A
- Conducted **UX research** by testing/presenting design iterations via **low/high fidelity prototypes** in **Figma,** integrating live user feedback, user stories & interviews to accurately gauge needed features
- Created the **5 MVP features** post UX research, generating **visualization technical documentation**: including **user flow diagrams, site maps** & feature functionality breakdowns to aid data architecture.
- Tested full functionality via multiple **prototypes per use case,** creating the **MVP** prototype via **Agile** delivery system, reducing concept to market shipping time, **doubling investors interested in initial SOW**

Marketing: Executed graphic design, copywriting & automation of **Digital Media Campaigns** across various platforms serving as liaison between clients, Tru Brand Media's CEO, & adjunct Team Leads
- Designed & Executed videos, web, email/SMS, & Ad content using data from **Tableau, Google Analytics, Market Research** & **Shopify** to determine effectiveness of Campaigns per product/service/market.
- Increased **Instagram** reach by **over 270%** & **Facebook** reach by **155%,** increasing overall Conversion Rate by **193%,** completed all Campaign objectives including **increasing Direct Consumer revenue by 300% for Client B after 3 months**