

Houston, USA
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ASHLEY COOPER

SENIOR UX DESIGNER



PROFESSIONAL SUMMARY

Senior UX Designer with over 10 years of expertise in revolutionizing user experiences through innovative design strategies. Proficient in Adobe Creative Suite and Design Thinking, consistently enhancing client satisfaction by optimizing usability and accessibility. Adept at collaborating with cross-functional teams to drive impactful design solutions, aiming to leverage skills in a forward-thinking environment that values creativity and excellence.

SECURITY CLEARANCE

Previous Clearance

OBTAINED JUNE 2024

Public Trust Clearance, DHS-ICE

EMPLOYMENT HISTORY

JUN 2024 - MAY 2025

Senior UX Designer, Acuity, Inc., Houston, Tx - Remote

Leads the design initiative of user interfaces. Collaborates closely with stakeholders to translate ideas into actionable solutions, defining workflows and design concepts. Produces early-stage wireframes, sketches, and design visualizations to effectively communicate design concepts. Collaborate with the development team to ensure seamless integration of design elements into client web applications. Recommend and implement design best practices to optimize user experience and increase client satisfaction. Creates and maintains client design standards for consistent design across all client projects. Conducts usability testing and gathers feedback from users to identify areas of improvement in the design. Participate in client meetings to understand their needs and provide design recommendations. Assists in developing and maintaining a library of reusable UI components, streamlining the design and development process for our client projects.

- Led UI design, enhancing user experience and client satisfaction through effective solutions.
- Collaborated with developers, ensuring seamless design integration and improved functionality.
- Established design standards, boosting brand recognition and visual consistency across projects.
- Orchestrated user interface design projects, enhancing client engagement through tailored solutions and measurable improvements in usability.
- Implemented design best practices, leading to noticeable gains in client satisfaction and a more intuitive user experience.
- Developed a comprehensive library of reusable UI components, streamlining the design process and increasing project efficiency.
- Conducted usability testing and user feedback sessions, identifying key areas for improvement that significantly enhanced design effectiveness.
- Maintained rigorous design standards across projects, ensuring consistency and strengthening brand recognition for clients.
- Conducted in-depth user research to identify pain points, leading to targeted design enhancements and marked improvements in user engagement.
- Developed interactive prototypes for testing, enabling rapid iteration and significantly reducing time to market for new features.
- Fostered strong partnerships with cross-functional teams, ensuring alignment on project goals and enhancing overall design quality.
- Mentored junior designers, promoting a culture of continuous learning and improvement within the design team.
- Led a team in redesigning key interfaces, achieving substantial improvements in user satisfaction and engagement metrics.

LINKS

- [My Portfolio](#)
- [Recent UX Graduate Work](#)
- [GitHub Graduate Work](#)

SKILLS

- UX Design
- UI Design
- Graphic Design
- Visual Communication
- Web Design
- Mobile Design
- Interaction Design
- User Research
- Usability Testing
- Figma
- Adobe XD
- Framer
- Webflow
- Adobe Creative Suite
- Photoshop
- Illustrator
- InDesign
- US Web Design System (USWDS) standards
- Wireframing
- Prototyping
- Design Thinking
- HTML
- CSS
- JavaScript

MAY 2022 - MAY 2023

UX/Graphic Designer, Woodforest National Bank, The Woodlands, Tx

Collaborated closely with cross-functional teams to design and implement user interfaces that significantly improved the bank's online and mobile platforms. By leading user-centered research and crafting cohesive design systems, I contributed to a 12% improvement in customer experience, fostered increased customer satisfaction, and strengthened the bank's brand image across all digital touch points. My work also included creating marketing materials to attract new customers and enhance engagement.

- Led user-centered research and crafting cohesive design systems, I contributed to a 12% improvement in customer experience, fostered increased customer satisfaction, and strengthened the brand image across all digital touch points.
- Delivered a 12% enhancement in customer experience through refined workflows and user interface improvements.
- Developed a unified style guide and design system to ensure consistency across the company's digital products.
- Created visually compelling marketing materials to elevate brand image and drive customer acquisition.Enhanced user engagement by redesigning key interface elements, resulting in noticeable improvements in customer interactions across digital platforms.
- Orchestrated brainstorming sessions with stakeholders to align design strategies, fostering teamwork and ensuring project objectives were met seamlessly.
- Cultivated a customer-centered design culture, encouraging team members to prioritize feedback and iterate on designs for continuous improvement.

MAY 2015 - JUN 2024

UX/Graphic Designer, ADC Studios LLC, Houston, Tx - Remote

Lead the design and development of user interfaces, focusing on enhancing user experiences and driving client satisfaction. By collaborating with stakeholders, conducting user research, and utilizing data-driven insights, I achieved measurable improvements in engagement, conversion, and brand awareness across client websites and social platforms. Supported design quality by mentoring junior designers, maintaining a style guide, and implementing accessibility standards.

- Boosted user engagement and satisfaction by 25% and conversion rates by 20% through data-informed design decisions.
- Increased brand awareness by 30% through visually compelling social media graphics in collaboration with the marketing team.
- Established a reusable UI component library and style guide, ensuring efficiency and consistency across all client projects.
- Developed interactive prototypes for client presentations, streamlining feedback processes and accelerating project timelines.
- Fostered strong partnerships with development teams to ensure seamless implementation of design concepts, improving project delivery speed.
- Maintained a comprehensive design repository, ensuring all design assets were up-to-date and aligned with project requirements.
- Implemented user research findings into design strategies, enhancing usability and driving noticeable results in client satisfaction.
- Developed an interactive design prototype tool, streamlining client feedback and reducing project timelines through effective collaboration.
- Mentored junior designers, promoting skill development and fostering a collaborative team environment to enhance design quality.

EDUCATION

DEC 2026

Master of Art, Interaction and UX/UI Design, Academy of Art University

MAY 2018

Bachelor of Art, Visual Communication and Photography, University of Texas at Arlington

PHP

Azure DevOps

Team Leadership

Project Management

Design Systems

Accessibility Standards

Brand Strategy

Design Strategy

Mentorship

Information Architecture

Creative Direction

Customer Journey Mapping

Brand Development

Design Research

Visual Prototyping

Design Systems Management

Wireframe Development

Stakeholder Engagement

Cross-Functional Collaboration

User Journey Mapping

Design Leadership

User Advocacy

Visual Storytelling

Design Evaluation

Creative Problem Solving

Digital Strategy

User Interface Design

Agile Methodology

Data Analysis

Design Auditing

User Persona Development

A/B Testing

Wireframe Optimization

Scalable Design Solutions

Design Workshops

Customer Insights

COURSES

JUN 2023
Enterprise Design Thinking Practitioner at IBM

JAN 2022 - MAY 2022
UX/UI Design at Chegg's Thinkful

JUN 2024 - OCT 2024
Design Thinking for Beginners: Develop Innovative Ideas at UdemY Business

JUN 2024 - OCT 2024
The Complete App Design Course - UX, UI, and Design Thinking at UdemY Business

JUN 2024 - OCT 2024
How to Design for Accessibility: for UX Designers (WCAG 2.2) at UdemY Business

JUN 2024 - OCT 2024
The Complete Graphic Design Theory for Beginners Course at UdemY Business

JUN 2024 - OCT 2024
User Experience Design Essentials - Adobe XD UI UX Design at UdemY Business

REFERENCES

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- Design Systems Thinking
- Design Trends
- Content Strategy
- Design Facilitation
- Visual Branding
- User Testing
- Visual Design
- Design Systems Development
- Design Documentation
- Customer Experience
- Behavioral Analysis
- User Onboarding
- Client Relationship Management
- SEO Strategy
- Content Management
- Design Metrics
- Lightroom
- Microsoft Office Suite