

Ashley Freudenberg

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Professional Summary

Product-focused designer and technical problem solver experienced in supporting complex systems, translating requirements into actionable solutions, and coordinating across engineering, operations, and stakeholder teams. Currently, supporting secure, large-scale web environments at Y-12 while advancing product strategy and systems thinking through an MBS.

Skills

- Product Strategy & Prioritization
- User Research
- Wireframing & Prototyping
- Information Architecture & Workflows
- Design Systems Development
- Cross-Functional Collaboration
- Stakeholder Communications
- Agile Methodologies (Scrum/Kanban)
- Problem Identification & Iteration
- Figma, Adobe Creative Suite, Jira

Education

Master of Business and Science,

Product Design concentration

Rutgers University, Expected in 05/2026

GPA: 3.9

Bachelor of Science in Information

Sciences, UX Design concentration,

Graphic Design minor

The University of Tennessee, Knoxville

GPA: 3.7

Experience

UI UX Designer, 03/2025 - Current

Y-12 National Security Complex, Oak Ridge, Tennessee

- Leading the development of a scalable design system to unify digital products, streamlining workflows, and ensuring compliance with branding, accessibility, and government standards.
- Collaborating with developers, organization managers, and security teams to clarify requirements, resolving system constraints, and supporting product lifecycle processes across classified and unclassified environments.
- Identifying usability and workflow issues through user feedback and translate findings into actionable improvements.
- Documenting requirements, validating design outcomes, and supporting alignment across cross-functional teams during release and review cycles.
- Delivering user-centered experiences that balance system limitations, stakeholder needs, and mission-critical objectives.

Product Development Associate, 04/2024 - 03/2025

The University of Tennessee, Knoxville, Knoxville, TN

- Managed product backlog items, gathered requirements, and coordinated cross-functional alignment to support enhancements to the university's digital ecosystem.
- Conducted user research to identify pain points and translated insights into design and product improvements.
- Strengthened collaboration across departments to ensure accessibility, usability, and brand consistency across university hosted WordPress sites.

UI/UX Design Intern, 05/2023 - 08/2023, 05/2022 - 08/2022

CNH Industrial, Burr Ridge, Illinois

- Collaborated with systems engineers, software teams, and quality assurance to identify usability issues, document defects, and support resolution during design and testing cycles.
- Created wireframes, prototypes, and design specifications in an Agile environment, iterating based on user feedback and technical feasibility.
- Improved information architecture and usability of the AFS Pro 1200 display, enhancing operator effectiveness and product performance.
- Contributed to style guide and design asset development to ensure consistency, clarity, and accessibility across product interfaces.

Digital Experience Assistant, 05/2021 - 05/2023

The University of Tennessee, Knoxville, Knoxville, Tennessee

- Streamlined web development and content management process for the Haslam College of Business, enhancing visual design quality, content accuracy, and user experience for students and stakeholders.