

ASHLEY MALDONADO | UX DESIGNER

 [PORTFOLIO](#)

 ASHLEY@AMALDONADO.DESIGN

 DALLAS, TX

WORK EXPERIENCE

YOUTECH | SEPT. 2024 - PRESENT

WEB DESIGNER

- Designed user-centered web experiences and high-fidelity mockups in Figma, translating business goals and user needs into intuitive, conversion-focused interfaces.
- Designed and developed responsive websites and landing pages across WordPress, Shopify, and WooCommerce, ensuring consistency between design intent and final build.
- Conducted iterative testing and optimization to improve usability, accessibility, responsiveness, and overall site performance.
- Identified usability issues and design gaps, proposing thoughtful, user-first solutions grounded in UX best practices.
- Collaborated closely with Project Managers and clients to define requirements, align on goals, and deliver solutions that met both user and business needs.
- Validated designs through stakeholder reviews and cross-team testing to ensure quality, functionality, and usability before launch.

LIFT MARKETING | 2023 - 2024

WEB DESIGNER

- Implemented a scalable CMS to streamline content updates and site maintenance.
- Developed custom scripts, plugins, and motion interactions to enhance functionality and user experience.
- Designed and optimized responsive, SEO-friendly websites to ensure strong performance across devices and improve organic traffic.

FREELANCE DIGITAL DESIGNER | 2022 - 2024

WEB DESIGNER

- Adapted design concepts to different media formats, including web, social media, print, and video
- Utilized a variety of software to create high-quality visuals, including Adobe Photoshop, InDesign, and Illustrator
- Conducted usability tests to ensure designs met user needs and expectations

EDUCATION

University of Texas at Arlington | 2020-2023

Bachelors of Arts

Visual Communication Design Concentration with a minor in Communication Technology

AREA OF EXPERTISE

HTML & CSS, Javascript, Motion Design, Video & Photo Editing, User Research and Personas, Wordpress, Shopify