

# ASHLEY ROSSI

Product, UX/UI, Interaction Designer

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**Product Designer** *Freelance* Jun 2017 - Present

Currently working with an industry-diverse base of long standing local and Upwork\* clients for whom I routinely provide:

- End-to-end product strategy and design on new web and mobile applications
- Design solutions for the integration of new features into existing products
- Identification of - and solutions for - UX/UI issues on existing products

\* *Earned and maintaining a 100% job success rate and 5 star rating on Upwork*

**Senior UX Designer** *Hagerty Insurance* Jan 2012 - Jun 2017

- End-to-end product design for a diverse portfolio of digital products including complex web applications, quoting engines, large scale site redesigns and editorial microsites
- Routinely led and participated in discovery sessions with product owners, business analysts and development leads to define new product features, identify UX issues and brainstorm solutions while remaining cognizant of system and resource limitations
- Interpreted user stories and business requirements into design deliverables including user flows, wireframes and lo- to hi-fi interactive prototypes for developer handoff
- Defined design system elements on new and existing digital products

**Online Operations Manager** *Traverse Legal, PLC* Jul 2010 - Jan 2012

- Rearchitected and redesigned the corporate website and 100+ legal blogs into a cohesively branded online presence
- Custom Wordpress theme development
- Server and platform migration from TypePad to WordPress Multisite

**Senior Web Designer** *OneUpWeb* Jul 2007 - Jul 2010

## Web Development Manager

- Design, front-end development and creative direction on award winning websites, banner ads, email campaigns, landing pages and print collateral for both client and corporate projects
- Upon promotion to Web Development Manager, my role expanded to include client relations and project management

**Brand & Web Designer** *ImpactFolios* 2005 - 2007

**Designer & Front-End Developer** *Deerfield Communications* 1999 - 2002

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Clearly communicating design strategy and solutions through comprehensive flowcharts, wireframes and interactive prototypes since 2012.

My previous experience as a designer / front-end developer hybrid ensures my work is feasible for development.

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## SKILLS

End-to-End Product Strategy & Design  
UX Design · UI Design · Interaction Design  
Information Architecture · Wireframing  
Lo- to Hi-Fidelity Interactive Prototyping  
User Flows · Wireflows · Visual Design  
Design Systems and Style Guides  
UX Copywriting · Developer Relations

## CURRENT TOOLBOX

Axure · Photoshop · Illustrator · Slack

## WORKING KNOWLEDGE

Sketch · Figma · Adobe XD · InDesign  
HTML/CSS · Wordpress · Hubspot  
Google Analytics · Online Usability Testing  
In-Person Usability Testing / Focus Groups

## INDUSTRIES SERVED

Insurance · Spirits · Automotive · Legal  
News/Editorial · Property Management  
Inventory Management · Manufacturing  
Oil, Gas & Energy · Wellness

## EDUCATION

B.A. Business, *Davenport University* 1999  
**Cum Laude**