

Ashley Faulkner

User Experience / Product Designer

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Crafting Intuitive Digital Experiences | Focusing on User-Centered Solutions

Dynamic designer with a proven track record in shaping intuitive, user-centered digital experiences and strategic design initiatives. Known for blending creative and analytical approaches to drive user engagement and brand alignment across digital platforms. Expertise in Agile innovation, cross-functional collaboration, and executing high-impact design strategies that build meaningful connections between brands and users. Adept at delivering innovative solutions that align with business objectives, enhance user satisfaction, and foster client relationships.

PROFESSIONAL EXPERIENCE

Gigasheet, Inc. – Remote

Lead Product Designer / October 2021 to September 2024

Oversaw the definition and implementation of design standards as Lead Product Designer at Gigasheet, a platform that simplifies data analysis by allowing users to explore massive datasets without coding, ensuring alignment with the company's strategic goals while enhancing user satisfaction. Collaborated with the Head of Product and engineering teams to create intuitive interfaces that elevated user engagement. Drove hands-on initiatives in prototyping, design sprints, and user research, leveraging proficiency in Figma to deliver solutions that balance aesthetics, functionality, and innovation. Provided strategic guidance throughout the design process, ensuring that every project reflects a commitment to user-centered design and aligns with business objectives.

Notable Contributions:

- ◆ Led the implementation and execution of design initiatives in collaboration with the front-end development team, driving a 32% adoption rate of new features like Quick Filter and 13% growth in existing features like Group
- ◆ Developed a reusable UI library of 50+ components with built-in variations, collaborating with front-end developers to update and align the existing library with a cohesive visual identity
- ◆ Established and maintained a cohesive brand identity across all platforms by developing the company's design ethos, encapsulating its values and guiding principles to shape visual storytelling and user experience
- ◆ Created engaging marketing videos, email campaigns, and digital marketing materials to promote product features and educate users, enhancing brand visibility and user engagement
- ◆ Conducted feedback sessions with users to gather insights and iterate on design solutions, ensuring product met user needs and expectations

Robert W. Baird & Co. – Milwaukee, WI

Assistant Vice President, Digital Design Specialist / January 2016 to September 2021

Oversaw strategic experience design direction to develop business solutions, address user needs, and create future growth alongside the Chief Marketing & Communications Office and Creative Services Director. Collaborated with cross-functional teams and business partners on key global initiatives to ensure high content quality during product development lifecycle. Contributed and provided feedback to developers on improving in-house software to create better work efficiency. Provided technical assistance in identifying, evaluating, and developing systems and procedures that were cost-effective and met client requirements. Facilitated informative presentations and demos to senior management on developed solutions.

Notable Contributions:

- ◆ Acted as Solutions Architect for corporate website re-launch, assisting with the project by design/front-end development, vendor relations, competitor research, content re-evaluation, sitemap, and solutions identifications.

- ✦ Assisted firm in cost saving initiatives resulting in \$200K – 250K reductions in operational expenditures over a span of 7 years by the firm transitioning from utilizing external local marketing companies to serving as the firm's in-house front-end designer
- ✦ Spearheaded over 30+ websites and landing pages implementations from conception through development for various firm campaigns and key businesses including Baird 100th Anniversary, Baird Wealth, Baird Asset Management, Baird Capital, Hilliard Lyons Trust Integration.
- ✦ Assisted with migration of 500+ Financial Advisor websites within Broadridge platform and collaborated with vendor IT team to fulfill front-end design work and technical debugging.

Junior Digital Designer / March 2014 to December 2015

- ✦ Directed the creation and implementation of a custom mobile application and website for The Wise Investor Group, producing UX specifications, UI components, and concepts with a focus on consumer needs and best practices.
- ✦ Partnered on the deployment of responsive websites for 2014 and 2015 annual reports, handling front-end execution and assessing the feasibility of proposed solutions to ensure optimal user experience.
- ✦ Key contributor to launch of firm's 1st responsive website in 2015 for Baird Conferences
- ✦ Created concepts and developed firm's first HTML5 digital ads for Baird Asset Management
- ✦ Developed 100+ reusable email marketing templates to improve functionality and standardize designs

PREVIOUS PROFESSIONAL EXPERIENCE

Front-End Design Intern

GoGeddit Marketing & Media

UX & Graphic Design Intern

RR Donnelley

Front-End Development Intern

LP Internet Solutions

EDUCATION

Bachelor of Arts (BA) – Interactive Arts & Media

Columbia College Chicago / December 2013

UX Design Course, Certification ID 56057

Springboard / July 2019

HONORS & AWARDS

2015 Vision Awards Annual Report Competition, Silver Winner Worldwide

League of American Communications Professionals / Summer 2016

SKILLS & TOOLS

Design

Prototyping, Wireframes, High/Low Fidelity Mockups, Responsive Design, Design Thinking, Interaction Design, User Centered Design, Design/Content Strategy, Design Systems

Research

Requirements Gathering, Interviews, Surveys, Personas, Usability Testing, Competitive Analysis, Card Sorting, Heuristic Evaluations, Information Architecture

Tools

Photoshop, Illustrator, Google Web Designer, Figma, Mapbox, Highcharts, Everviz, HTML, CSS, SaSS, LESS, jQuery, Javascript, Bootstrap, Materialize, UI Kit, JIRA, Slack, G-Suite, Office Suite, User Guiding, Freshsales, MailChimp, Invision, Miro, GitHub

Additional Skills

Strategic Planning, System Architecture, IT Project Management, Relationship Cultivation, Cross-functional Communications, Resolution Development, Quality Assurance, Process Re-Engineering, Vendor Relations