Resume of
Ashton Brown

EMPLOYMENT HISTORY

WP SiteKit
Janurary 2018 - Present
Founded and run a digital agency providing web design
and online marketing services for small businesses

WP Engine
August 2015 - Janurary 2019
Web design in the marketing department
Creation of landing pages, banner ads and digital assets

Hoover's / Dun & Bradstreet
February 2012–July 2014
Web design, conversion rate optimization, AB testing,
and managing a live chat lead generation program

Thermo Studios
May 2002–October 2011
Founded web design studio servicing small businesses
using Photoshop, HTML/CSS coding, and WordPress

Xerox/Applied Materials
November 2003–January 2006
Designed and maintained AppliedTraining.com
Designed and developed eLearning courses

NION Interactive Solutions
December 2000–April 2002
Designed and developed websites and interactive
multimedia for corporate sales and marketing

Infinite Solutions Design Group
August 2000–December 2000
Designed and developed websites for small businesses

GX Studios
September 1997–March 2000
Created art and multimedia for eLearning CD-ROMs

TECHNICAL SKILLS

Web Design
- Using fundamental design principles, including typography, color harmony, grid systems, contrast, and white space
- Applying current Web design visual trends and best practices
- Designing campaign landing pages with clear messaging and calls-to-action
- Editing and writing basic standard compliant HTML and CSS
- Designing webpages for usability and conversion rate while considering search engine optimization and development efforts

User Experience Design
- Taking projects through user-centered design approach
- Creating solutions and delivering design documents that illustrate various flows of the users' experience though a website
- Taking projects though UX methods, such as goal defining, persona creation, user flows, information architecture, and content strategy
- Creating low-fidelity and high-fidelity wireframes with drawing programs

User Interface Design
- Writing application functional specs based on user needs and platform capabilities
- Applying user interface best practices and current design trends
- Rendering buttons, screen layouts, form elements, and icons in Photoshop
- Designing application interfaces for the Web and mobile devices

Data Driven Marketing
- Designing and AB testing popup ad campaigns
- Measuring success of campaigns and estimated impact of new campaigns
- Monitoring and optimizing lead funnel for new sales acquisitions

Project / Program Management
- Managing programs by coordinating business initiatives, teams, and technologies
- Managing multiple projects with different team members and contractors
- Working independently and as part of an in-house or remote team
- Organizing and communicating project requirements to team members
- Working with online project management systems

EDUCATION

Associate of Applied Arts in Computer Animation and Multimedia, from The Art Institute of Dallas – 1996

Portfolio
www.ashton.me

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Skills
DESIGN:
Design principles - strong
Photoshop - strong
Illustrator - strong
UX design - strong
UI design - strong
Visual web design - strong
Mobile app design - basic
DEVELOPMET:
WordPress - strong
HTML/CSS - basic
MARKETING:
Conversion rate optimization - strong
AB testing - strong
SEO - basic
Copywriting - basic
PPC - basic
Analytics - basic

Startup Projects
Mexico Real Estate Gallery
Cofounder, marketer, designer
Formed online business in the
Mexico real estate market.

CostaRicaTripKit.com
Founder, designer, chief editor
Built and run a Cost Rica travel
guide website.