

Resume of

Ashton Brown



EMPLOYMENT HISTORY

Freelance Digital Designer

August 2014 – Present

Website design and UX for startups and agencies

Hoover's / Dun & Bradstreet

February 2012–July 2014

Web design, HTML/CSS, web analytics, AB testing, lead funnel optimization, and managing a live chat program in the digital marketing department for new sales leads in the B2B space

Trifecta Interactive

March 2011–January 2012

Contractor producing Web graphics, wireframes, HTML and CSS, content formatting, and WordPress production

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 through a website
- Taking projects through 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

Contact

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Skills

design principles : strong

photoshop : strong

illustrator : strong

UX design : strong

UI design : strong

visual web design: strong

mobile design : basic

wordpress : strong

html/css : basic

javascript : basic

AB testing : strong

seo : strong

web analytics : basic

mac : strong

windows : basic

Startup Projects

Mexico Real Estate Gallery

cofounder, strategist, designer

Formed online business in Mexico

real estate market. Tasks included

strategy, branding, wireframing,

web design, and SEO.

TrekTexas.com

founder, creative director

Design, build, and manage an

online publication for active

outdoor community in Texas.