ASHLEY WATSON

+44 7446852643 | me@ashwatson.co.uk | www.ashwatson.co.uk | linkedin.com/in/ashwatsonn/

I'm a qualified and dedicated UX designer with a background in manufacturing offering a fresh perspective to the industry. Seeking a new challenge to contribute towards enhancing a positive user experience to increase business value. Skilled at conducting user research and analysis to produce clear and concise design solutions. A continuous learner and constantly updating my knowledge to progress in the industry.

EXPERIENCE

October 2022 – Current

Composite Fitter | Parker Meggitt | Stevenage, England

Working daily on the production line ensuring we work to meet our weekly output target.

- Ensured adherence to precise specifications to meet weekly output targets.
- Complied with manufacturing procedures to ensure the jobs meet tolerance requirements and are right first time.
- Liaised with stakeholders to report any identified faults to ensure smooth operations.
- Collaborated with different departments on new development work

January 2024 – April 2024

Freelance UX UI Design, Web Developer | BeautyByMel | Hertfordshire, England

Designed and developed a website for a new beauty business.

- Held interviews with stakeholders to understand their requirements.
- Creating user personas, journey maps and how-might-we questions to ideate on the right areas.
- Producing mockups and prototypes, refining them through multiple iterations to ensure optimal design outcomes.
- Translated those designs into a live website using HTML, CSS, PHP and JavaScript

December 2023 – February 2024

Freelance UX UI Design | TreeFellas | Hertfordshire, England

Redesigned and updated their current business website to improve customer experience and satisfaction.

- Led redesign of the business website to improve user experience.
- Conducted research to identify and address user expectations.
- Collaborated with stakeholders to understand and achieve their vision.
- Completed project within a shorted timeframe than quoted.

EDUCATION

March 2023 – February 2024

UX Design Institute – Professional Diploma in UX Design

- Immersed in fundamental principles of UX design.
- Conducted research and usability tests to gather insights.
- Created affinity diagrams and comprehensive customer journey maps.
- Iterated through various user flows to refine the experience.
- Created detailed sketches and interactive prototypes.
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SKILLS

- User Research
- Strong Communication
- Prototyping/Wireframing (Figma/Adobe XD)
- Delivering Products to Market
- Delivering UX Prototypes (Figma)
- Multiskilled Team Environment

- Advanced HTML / CSS
- Planning and Organisation
- Willingness to Learn
- Good problem-solving
- Working with UX User Flows
- Delivering Dev-Ready UI Documentation

REFERENCES

References available on request