

Ash Dager | Product Designer

Experience

Evo Energy | Product Designer UX/UI Design, Graphic Design

Remote
May 2021 - Current

- Conducted user research on existing website. Designed customized, user-centric UI for web and mobile utilizing a responsive grid system.
- Unified brand identity and positioned for scalability and reusability by creating a design system and asset library.
- Implemented updated web and mobile site on Wix. Organized content to streamline version control. Currently monitoring post-release success.
- Currently designing and implementing marketing collateral and static and animated social media content.

CHANI | Lead Designer UX/UI Design

Remote
April 2021

- Collaborated with a UX team in user research to uncover pain points, enhance on-boarding, and test user education of the iOS app.
- Co-synthesized research data. Strategically followed through with UI wireframes, prototypes, design iterations, and user testing.
- Managed the design timeline and was responsible for ensuring brand identity as well as UI cohesion throughout multiple iterations.
- Presented findings and deliverables to designers and engineers.

Retouch Wellness | Business Owner Massage Therapy, Reiki, Management

Hoboken, NJ.
March 2014 - May 2020

- Founded and managed a holistic wellness business (with a focus on prenatal and postnatal care) to over 1,000 clients.
- Empathetically customized client-centered treatments utilizing various massage modalities, bodywork techniques, and Reiki.
- Developed and executed brand and marketing strategy. Designed quarterly marketing materials for print and digital.

Dovetail Design Co | Business Owner Graphic Design: Identity, Print, Web/Mobile

Remote
June 2009 - April 2014

- Founded and managed a design agency, with 3 contract employees, tailoring to small businesses and startups in NYC.
- Executed key design principles with sensitivity to color (RGB, HEX, CMYK, PMS) typography, layout, and medium.
- Created, presented, and implemented production-ready designs for identity, print, web/mobile, static and animated digital art projects.
- Tactfully collaborated with stakeholders, designers, developers, and print companies to ensure proper product execution.

Education

General Assembly | User Experience User Experience Design Immersive (UXDI)

Remote
February 2021 - May 2021

The Art Institutes | Visual Communication Associate of Arts (AA)

Remote
January 2007 - May 2009

Kent State University | Marketing 102 units toward Bachelor of Business Admin. (BAA)

Kent, OH.
August 1997 - May 2002

Contact

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Bio

I am a strategic Product Designer passionate about the nuances of merging user research with UI design—as well as with business goals. I continually draw on previous graphic design and wellness industry experience to guide my UX/UI process. A position that requires pixel perfect aesthetic expertise and offers collaboration within an XD team is my ideal next step.

Skills

- Design Thinking
- User Research & Analysis
- Information Architecture
- Site Mapping
- UI Design & Iteration
- Wireframing
- Rapid Prototyping
- Usability Testing
- Storytelling & Presenting
- Cross-platform Collab.
- Basic HTML & CSS

Tools

- Figma
- Adobe Creative Cloud (XD, AI, PS)
- Sketch
- Zeplin
- Miro
- Optimal Workshop
- Typeform
- Adobe Acrobat
- Asana & Trello
- Google Suite