

Ashley KIME

Manchester-based UI/UX designer creating and improving inclusive experiences through visual and interaction design.

Portfolio

ashleykimedesign.com

Contact

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Education

BA (Hons) Graphic Design

University of Lincoln, 2012 - 2015

BTEC Foundation Diploma in Art & Design

BTEC Creative Media Production

North Nottinghamshire College, 2011 - 2012

11 GCSEs including Maths A and English B.

Training

UX/UI Lead Shadowing, Twinkl

Foundations of User Experience Design

UX Design; Empathise, Define, Ideate

Pitching Workshop

Emergency First Aid in the Workplace

Skills

UX research, Usability testing, Wireframing,
Mockups, Prototyping, User flows, Visual design,
Information architecture & Agile

Tools

Figma, Adobe Creative Cloud (Ps, Ai, Id, Pr, Ae),
Invision, Jira and Microsoft Office

Ask Me About

Culture & Architecture

Marvel Comics/Films

Hiking

Drawing

Key Achievements

- Doubling the satisfaction score for designer training through a user experience/service redesign approach - recognition from Twinkl CEO;
- Recognition from the Spectrum Brands Content Director for tackling difficult digital projects "with ease";
- Mentoring design students to find their first job at Manchester Met University;
- Being part of the team who created and launch the new Russell Hobbs website - UX contribution.

Experience

UI/UX Designer, Crosslake Technologies (Aug 2023 - Present)

- Working within the Product team to create and improve user experiences and design interfaces for the company products and services;
- Visual and interaction design to create usable and accessible user interfaces;
- Communicating ideas through low and high fidelity wireframing;
- The use of user-centred methodology including understanding user needs and using user research and feedback to inform design;
- Working and collaborating in an agile team.

Intechnica was acquired in Jan 2020 and I transitioned into **Product** full-time.

Graphic Designer with UX, Intechnica (Aug 2022 - Aug 2023)

- I led design within the business and execute briefed projects collaborating with colleagues to achieve final results;
- Worked on an array of projects including new templates, email, brochure, digital and print advertisements, animations and social media design;
- Creation of brand guidelines;
- Working within and developing brand guidelines;
- Design and prototype user interfaces fit for web and mobile applications for numerous international clients. Collaborate with developers and researchers;
- Communication with stakeholders and clients including presentations.

Graphic/Digital Designer, Spectrum Brands (Mar 2020 - Aug 2022)

- Taking projects from brief to final product;
- Working on an array of projects including email, videos, animations, packaging, catalogue, point of sale, website, digital and print adverts;
- Setting up packaging, catalogue and other materials to print;
- Communication with and presenting to stakeholders and clients;
- Collaboration with other graphic designers & other departments.

Graphic Designer, Twinkl Educational (Sept 2016 - Sept 2018)

Senior Graphic Designer, Twinkl Educational (Sept 2018 - Feb2020)

- Worked in collaboration with teachers, content editors and illustrators;
- Led and supported a team of more junior graphic designers to create educational resources within the Scotland product team;
- Created new templates for the team;
- Led designer training and trained new designers.

Graphic Designer, Sovereign Solutions (May 2015 - Aug 2016)

- Took projects from brief to final product;
- Re-branded client's websites and created new websites;
- Pitched concepts and then presented final product to clients.

Mentoring

Design Mentor, Manchester Met University (Dec 2020 - Jul 2021)

- Mentor design students to find their first design position.