ASHLEY GUZA

📞 989-751-1109
✉ ashley.guza@gmail.com
🌐 www.ashleyguza.com
in linkedin.com/ashley-guza

SUMMARY

I am a multidisciplinary product designer with over 6 years of experience and an additional 10+ years in visual design. As an empathetic and curious designer, I prioritize understanding customers' needs through research and a human-centered approach to craft engaging, solutions-based products. Witnessing how my designs positively impact users motivates me to continue pursuing my passion.

EXPERIENCE

Senior Product Designer
Scope Labs (Contract) / June 2023 - Present

- Successfully designed and shipped products for SaaS, B2B, and B2C mobile applications and websites, managing high-profile projects within tight deadlines and consistently exceeding client expectations
- Led the redesign of key user interfaces, addressing user pain points and modernizing the overall look and feel of applications
- Facilitated design thinking workshops, fostering cross-team collaboration and ideation that directly influenced the evolution of product features
- Collaborate closely with developers to ensure seamless integration of design concepts into the final product, maintaining design integrity throughout the development lifecycle
- Iteratively tested and participated in QA, refining designs based on user feedback, to continuously improve usability and the overall user experience
- Developed scalable design systems that increased design consistency across platforms, reducing development time and minimizing design debt

Product Designer
Career Coaching Pro (Freelance) / April 2023 - June 2023

- Create wireframes, user flows, and interactive prototypes to communicate design concepts and test hypotheses through user testing and gathering feedback
- Maintain design guidelines, UI kits, and style guides to ensure the consistency and scalability of the product
- Communicate design decisions and recommendations effectively to stakeholders to gain alignment and achieve the desired business outcome
- Collaborate with cross-functional teams in an Agile environment to design and develop user-centered products to meet user's needs
- Lead and participate in design sprints, and Agile ceremonies, including stand-up meetings, sprint planning, and retrospectives, to ensure the timely delivery of quality design work

Product Designer | UX/UI Designer
Freelance / Jan. 2022 - April 2023

- Consult with clients in defining project goals to devise effective solutions with measurable impact, to achieve operational goals, and improve customer satisfaction
- Lead qualitative and qualitative research to understand user needs, behaviors, and pain points along with market trends, and competitive products to create impactful designs
- Create sketches, wireframes, and prototypes to communicate design concepts and ideas to stakeholders and peers to gain alignment quickly
- Develop style guides, brand guidelines, UI kits, and visual standards to ensure consistency

EDUCATION

UX/UI Design
Career Foundry

Bachelor of Fine Arts
Central Michigan University

LEADERSHIP QUALITIES

- Humility
- Empathy
- Resilience
- Communication
- Collaboration
- Accountability
- Commitment
- Problem-Solving

SKILLS

Design Skills
- User Research
- User Experience Design (UX)
- User Interface Design (UI)
- Customer Experience (CX)
- Web Accessibility (WCAG)
- Website Analytics
- Web Standards
- Visual Design
- Interaction Design
- Responsive Design
- No-Code Tools
- Animation

Design Process Skills
- Market Analysis
- Competitive Analysis
- Google Analytics
- Wireframes
- Information Architecture
- Rapid Prototyping
- High Fidelity Prototyping
- Usability Testing
- A/B Testing
- Design Systems
- Style Guides
- Visual Storytelling

- Conduct usability tests and analyze data to gather insights to improve the UX/UI of the product's design and make iterations
- Partner with engineering to ensure product initiatives and design strategies are feasible and design standards can be met while continuing to iterate as needed

User Researcher | Senior Admissions Representative
Career Quest Learning Centers (Ed-Tech) / May 2016 - Sept. 2021

- Launched the Student Experience Project with the COO to collaborate with cross-functional teams to identify customer problems, establish a vision, set strategy, and build and ship solutions
- Created an 80% reduction in student complaints and a 45% reduction in faculty time spent on internal tasks through the Student Experience Project
- Conducted user interviews to gain insights into users' needs and pain points to identify and solve problems to increase the user experience
- Collaborated on research, implementation, and launch of a website chat feature increasing the speed of user inquiries leading to higher customer satisfaction and conversions
- Participated in A/B tests and surveys that analyzed the user experience (UX) and leveraged data to make changes increasing lead generation and customer experience (CX)
- Recruited by the CEO to act as a subject-matter expert researching the effectiveness of external agency partners resulting in a 15% reduction in cost through presenting findings and recommendations to stakeholders

Multi-Store Visual Merchandising Manager
Forever21 / Aug. 2013 - May 2016

- Managed the development of diagrams, maps, and layouts to illustrate workflow concepts into visually engaging product designs and displays that appropriately align with and extend product strategy and goals ensuring guidelines for customer experience (CX) and accessibility standards were met
- Achieved a collective 8% YOY increase in revenue through visual adjustments based on analyzing data from sales reporting in-store traffic data and merchandise inventory levels
- Recognized for training sessions through workshops on design principles, visual standards, and industry trends to heighten customer experience leading to high employee retention
- Constructed communication flows and tool-kits for teams with personas, brand guidelines, and styling aesthetics to create an omnichannel customer experience (CX)

Head Fashion Stylist
Model Management Group (Agency) / Nov. 2012 - Aug. 2013

- Managed planning, scheduling, budgets, and resources needed to achieve business objectives with the highest quality for every project
- Researched market trends, competition, and customer needs to design effective photoshoots that resonate with customers and increase brand awareness
- Collaborated with the photographer, agency leaders, and on-set talent to achieve the desired creative direction and make iterations as needed

Director of Marketing & Public Relations
Jocelyn, SCBMI (Luxury Fashion Apparel & Accessories) / July 2011 - Nov. 2012

- Spearheaded website redesign and content strategy projects for both labels' websites increasing web traffic by 85% and a 20% increase in revenue
- Conducted extensive research to understand consumer needs, trends, preferences, behavior, and points of view to elevate brand positioning and reach
- Analyzed data from customer surveys, A/B testing results, and website analytics, identifying trends and the effectiveness of marketing campaigns to make data-driven decisions
- Manage budgets and technical constraints to create effective marketing campaigns

TOOLS

- Figma
- FigJam
- Miro
- Jira
- Zeplin
- Mural
- Invision
- Lucid Chart
- Optimal Sort
- Usability Hub
- Google Analytics
- Adobe Photoshop
- Survey Monkey
- Mailchimp
- SEM Rush
- Hubspot
- Webflow
- Wix
- Jitter
- Framer

CODING LANGUAGES

- Basic HTML/CSS
- Basic JavaScript