

Adam Ashley

Product Design · UX / UI · Visual Design

SUMMARY

Product designer with a B.S. in Interaction Design and direct exposure to IBM Enterprise Design Thinking through IBM's Design Track. Hands-on experience producing wireframes, prototypes, design systems, and high-fidelity interfaces for client-facing digital experiences, paired with user research, cross-functional collaboration, and the ability to communicate design rationale to stakeholders. Fluent in AI-native and AI-assisted design workflows (ChatGPT, Claude, Figma AI) and advanced Figma practice (component systems, auto layout, variables, prototyping logic, Dev Mode). Comfortable in client-facing, consulting-style environments and willing to travel up to 100% to deliver impact.

EDUCATION

Kennesaw State University

Kennesaw, GA

Bachelor of Science, Interaction Design

Minor: Technical Communication

EXPERIENCE

CUSTOMER EXPERIENCE & RETENTION ASSOCIATE

11/2020 – Current

Kay Jewelers, Georgia

- Lead an ongoing CX research program, identifying user friction points across sales and support journeys and translating insights into improved explanations, follow-ups, and service flows.
- Map recurring customer questions and decision moments to refine messaging clarity, completion rates, and overall experience quality.
- Run structured outreach and retention workflows (reminders, updates, follow-ups) that strengthen client relationships and support store performance metrics.
- Maintain accuracy and trust handling confidential customer and business information across high-touch, in-person and digital interactions.

GRAPHIC DESIGNER / IT SPECIALIST

05/2024 – 02/2025

Macon Judicial Circuit District Attorney's Office, Macon, GA

- Designed digital and print communication artifacts (layouts, infographics, reports, event handouts), translating complex information into clear, human-centered visuals for public-facing campaigns.
- Created storyboards, presentations, and data visualizations to support courtroom workflows and community programs, often presenting design rationale directly to

stakeholders.

- Produced multimedia assets (videos, presentations, digital content) that increased community engagement and program participation.
- Operated A/V systems and provided IT support to present digital evidence reliably in high-stakes stakeholder settings.
- Partnered across teams on event logistics, aligning branding, technology, and media for smooth, on-brand delivery.

DIGITAL MARKETER

06/2023 – 12/2023

LG Electronics, Alpharetta, GA

- Supported UX and visual design on the lghvac.com redesign, applying user-centered design principles, wireframes, and process documentation to improve the customer-facing experience.
- Partnered with cross-functional teams (PM, engineering, marketing) on landing page production and promotional campaigns, balancing user needs with business goals.
- Drove measurable digital experience outcomes through design and workflow improvements: 30% increase in site traffic and 20% drop in bounce rate.
- Produced and maintained content workflows and design operating procedures to keep delivery organized and repeatable.

DIGITAL MARKETING MANAGER

08/2022 – 02/2023

Saw Trax Mfg. Co., Kennesaw, GA

- Drove a 30% increase in website traffic and 20% bounce-rate decrease through targeted UX, content, and workflow improvements.
- Authored instructional and process documentation that reduced support burden by 15% and lifted customer satisfaction by 10%.
- Implemented a project management system that reduced cross-team communication errors by 25% and improved productivity by 15%.
- Designed visual content and managed social/email production workflows, improving engagement efficiency by 50%.

DESIGN TRACK PARTICIPANT

06/2022 – 08/2022

IBM

- Built foundations in IBM Enterprise Design Thinking, including user research, divergent ideation, and the Loop framework, through structured curriculum and team-based design challenges.
- Produced wireframes, low- and high-fidelity mock-ups, and design artifacts to communicate human-centered concepts; presented rationale to mentors and peers.
- Collaborated cross-functionally to translate user needs into outline-level digital experiences, exploring inclusive and ethical design decision-making.

SKILLS

UX / UI Design: Figma (component-based design systems, design tokens, auto layout, variables, prototyping logic, Dev Mode, structured handoff), responsive design, specs and documentation, accessibility (WCAG 2.1 awareness).

AI & AI-Native Tools: ChatGPT, Claude, Figma AI, prompt-driven prototyping, AI-assisted research and ideation, responsible AI design patterns, exploration of agentic and generative workflows.

Design Thinking & Research: IBM Enterprise Design Thinking, qualitative and quantitative user research, journey mapping, information architecture, usability-informed iteration.

Visual & Storytelling: Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro), data visualizations, layouts, presentations, typography.

Collaboration: Cross-functional partnership with PM, engineering, and stakeholders; agile workflows; design workshops; client-facing presentations and storytelling; willing to travel up to 100%.