



# Ashley Summers (she/her)

## UX Designer

UX designer specializing in translating briefs, evolving requirements, and real user behavior into accessible, high-performing mobile-first web experiences, with a focus on analytics-informed iteration, cross-functional collaboration, user journey optimization, and simplifying complex experiences.

## Contact

- 970-581-2296
- asummers531@gmail.com
- [LinkedIn Profile](#)
- [My Portfolio](#)

## Education

- Bachelor of Science  
Colorado State University  
Fort Collins, CO  
2009 - 2013

## Skills

- UX/UI Strategy
- User-Centered Design
- Accessibility Best Practices
- Design Systems
- Web Design
- HTML/CSS
- Design Systems
- Ethical Design Principles
- SEO & AI-Driven Optimization
- Digital Marketing
- Copywriting & Editing
- Project & Process Management
- Cross-Functional Collaboration

## Experience

### Web Manager (Hybrid)

Audubon Nature Institute | Oct 2023 - Present

- Lead full end-to-end designs, focusing on UX clarity, accessibility, and conversion for a high-traffic nonprofit website (18M+ annual views).
- Collaborate with marketing, development, and other departments to translate ideas, goals, and constraints into user journeys and mobile-first web designs.
- Design and refine site features to improve usability, streamline user flows, and modernize visual systems across web experiences. Partner with developers for feasibility and implementation.
- Use performance analytics and user behavior to guide design decisions, prioritization, and iterative improvements.
- Collaborate with the app manager on shared UX patterns and workflows, with cross-functional training to support app updates as needed.

### Vendor Success & Marketing Manager (Remote)

Brandwith Connections, LLC | Oct 2021 - Jun 2024

- Built and maintained strong vendor partnerships, overseeing onboarding, contracts, and performance optimization.
- Collaborated with internal teams to develop campaigns that aligned vendor goals with broader marketing objectives.
- Designed and structured landing pages and digital content focused on usability, clarity, and conversion performance.
- Used performance data and client feedback to refine user flows, messaging, and operational efficiency.

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## Programs & Tools

- **Design & Web Platforms:**

Figma, Speak CMS, Adobe Creative Suite, Canva, Notion, Wix, WordPress, Squarespace

- **Analytics & Collaboration**

**Tools:** Google Analytics (GA4), Microsoft Clarity, HubSpot, Asana, Trello, Slack, Microsoft Teams, AI-Assisted Workflows, Mailchimp, Eventbrite, Social Platforms, Microsoft Office

## Experience

 **Administrative & Marketing Manager (Remote)**

Sweet B Organizing, LLC | Jul 2021 - Mar 2023

- Supported the business owner in overseeing daily operations, creative direction, and client relations for a boutique brand.
- Curated digital content and campaigns across web and social platforms to strengthen brand consistency, improve clarity, drive conversion, and boost audience engagement.
- Designed and organized landing pages, branded presentations, templates, and various professional materials to enhance the company's image across digital platforms, increase conversion, and improve the client experience.

 **Owner/Designer**

Ecstatic Ashley | Oct 2020 - Aug 2023

- Founded and ran a creative studio delivering brand-aligned websites and digital experiences for small businesses and entrepreneurs.
- Led end-to-end web projects by translating client goals and constraints into structured user flows, content strategy, and accessible page designs.
- Combined qualitative client insight with performance signals (SEO, engagement, conversions) to refine site structure, messaging, and visual hierarchy over time.
- Designed storytelling-driven experiences focused on clarity, emotional resonance, and usability, particularly for women-led brands.