

# Ash Middleton

Vancouver, BC  
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ashmiddleton.ca

- Adept UX/UI Designer with fine arts background seeking full-time role in UX/UI Design.
- Creative artist-designer with high-quality extensive training who is focused on creating exceptional digital experiences.
- Proven management capabilities, and thorough understanding of business parameters and objectives, and fully satisfying clients.

## TECHNICAL SKILLS

UX Design: Personas, User Flows, Rapid Prototyping, User Testing, Wireframing, Adobe XD, Sketch, Figma, InVision

Visual Design: Photoshop, InDesign, Illustrator, Premiere Pro, After Effects, Audition, & Animate

Web Design: HTML5, CSS3, jQuery, Bootstrap, SEO

Business Side: Project Management/Marketing/Brand Management/Budget Forecasting/Staff Recruitment & Training

## EDUCATION

### UX Immersion Course (specialization in UI) – Careerfoundry, 2021

#### Project 1: Expert

Responsive learning web application that connects knowledge-seekers with industry experts from diverse backgrounds and skillsets.

- Conducted user interviews with 5 participants to determine users' opinions (frustrations/joys/pain points/desires) on current knowledge-based platforms.
- Developed research-based Personas, User Journeys, and Task Flows.
- Rapid prototyping of low-fidelity sketches, and mid-fidelity wireframes for usability testing in Adobe XD.
- Conducted in-person usability tests with 6 participants to solve the problem space.
- Developed UI Style Guide and Design Language.
- Designed complete, high-fidelity prototype of platform in Adobe XD for further testing.

Tools: Adobe XD, InVision, Photoshop, UsabilityHub, Optimal Sort, Mockflow, Pen & Sketchbook

#### Project 2: Fitted (In Progress)

Responsive web application that motivates people to engage in physical activity tailored to personal schedule, fitness level, and interests.

- Rapid prototyping of low-fidelity sketches, developed mid-fidelity mockups in Sketch.
- Developed UI Style Guide and Design Language.
- Establish a Clear Visual Hierarchy, a Cohesive Layout, Clear Navigations, and Interactions with an emphasis on following Web Content Accessibility Guidelines (WCAG).

Tools: Sketch, InVision, Photoshop, Illustrator, Pen & Sketchbook

## **New Media Design & Web Development: British Columbia Institute of Technology, 2018**

### Project 1: theamerican.ca

Designed and developed a fully responsive website showcasing the diverse offerings of a multi-use event space.

- Conducted Competitive Analysis of current competitors' websites.
- Sketched low-fidelity wireframes to understand and solve problem space.
- Designed mid-fidelity wireframes of all screen views in Balsamiq.
- Developed Design Language and Style Guide for all UI aspects.
- Developed content strategy and wrote all textual copy.
- Programmed site using Bootstrap (CSS3, HTML5, jQuery, Javascript), integrated CSS animations

Tools: Balsamiq, HTML5, CSS3, Javascript, jQuery, Photoshop

## **Bachelor of Communications & Marketing: Simon Fraser University, 2016**

## **Diploma – Fine and Studio Arts: Langara College, 2011**

## **PROFESSIONAL EXPERIENCE**

### **Blau & Associates, Parq Resort & Casino – Vancouver, BC**

**Apr 2018 – Aug 2021**

Blau & Associates is a strategic restaurant planning and development company that specializes in providing clients with the fresh, creative and sound business advice required to create exceptional and profitable food-and-beverage concepts.

#### **Director of Operations**

**May 2020 – Aug 2021**

- Created hardcopy and digital marketing materials for in-person and social media distribution, increasing event attendance by over 70%.
- Worked closely with resort marketing to plan and execute marketing strategies to develop key audiences in Vancouver, as well as in the international market, effectively creating an increase in overall brand awareness and client development.
- Developed and executed calendar of community outreach programs to provide meals to over 300 low-income families on continual basis, directly liaising with city programmers.
- Created and designed beverage menus for seasonal events and recurring activations.

#### **General Manager (Honey Salt)**

**Jan 2019 – May 2020**

- Rehabilitated public image of flagship food and beverage outlet through revitalization of product offerings, revamping all staff recruitment and training programs, development and execution of all activation and marketing initiatives, resulting in a 38% increase in profitability and a 12% overall decrease in cost of goods, while increasing revenue by 27% annually.
- Established corporately aligned vision and goals for the restaurant with regard to guest experience, P&L, and people development.
- Designed sales and execution strategies to increase sales while developing new guest markets and repeat guest retention.

#### **Restaurant Manager (The Victor)**

**Apr 2018 – Jan 2019**

- Led a team of 80 associates through all aspects of training and development, scheduling, product development, and client interaction, reducing staff turnover and reducing overall operating costs by 8%.
- Implemented training to improve knowledge base of staff and used cross-training methods to increase productivity.