Ashley Conner

UX Designer & Strategist

About

For the last 8+ years I have been designing digital experiences. I have a strong passion for design strategy, visual design — illustration, typography, & storytelling. You can currently find me immersing myself in visual systems, driving digital brand direction, iterating on strategic concepts, & exploring visual solutions with user focused thinking.

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Experience

EY Design Studio Philadelphia

Design Director MANAGER
May 2021 - Present

A design team lead (team of 30+ designers) and mentor. Leads creative and strategic workshops, provides creative direction on design deliverables, and executes detailed design for experiences where user needs and business objects are prioritized.

Senior User Experience Designer SENIOR
October 2017 - May 2021

Visual design lead working on the creation of various schematics to describe workflow, content, wireframes, aesthetics, and prototypes. Defined design systems for various clients, establishing consistent digital interaction patterns, style guide, components, themes driving digital brand and choreography of motion.

User Experience Designer STAFF
June 2014 - October 2017

Worked on delivering user flows, wireframes, designing interfaces and creating prototypes. Iterated designs based on business requirements, technology constraints, and user feedback.

Two Paperdolls

Graphic Design Intern
May 2013 - January 2014

Designed and iterated on letterpress invitation designs. Explored, expanded, and drove print and digital brand identity direction for various clients.

Education

Temple University, Tyler School of Art
BFA Graphic & Interactive Design
2010-2014

Core Skills

Design Strategy

Mentorship

Workshop Facilitation

UX Design

Visual Design

Prototyping

Animation

Storytelling

Tools

Figma / FigJam

Sketch

Adobe CC

InVision

Abstract

Miro & Mural