

# MIRIAM ASH

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## UX DESIGNER | VISUAL DESIGNER | ADOBE CREATIVE JAM 1st Place: UX Design

Creative and motivated designer with over 10 years of experience in the startup and tech industry. A background in art and digital marketing. An eye for detail and a track record of reliably delivering quality projects within tight timelines. Fueled by analytics, coffee, podcasts and hot sauce.

## RELATED SKILLS

- **Skills:** Web design, HTML/CSS, Wireframing, Sitemaps, User Flows, Rapid Prototyping, User Testing, Design Systems, Typography, Persona Building, Brand Marketing
- **Tools:** Figma, Adobe Creative Suite, Google Analytics, Microsoft Office Suite, Asana, Miro, Basecamp

## CONSULTING WORK

**UX/UI Designer**, Morristown, NJ

*January, 2015 – Present*

Freelance

- Design Squarespace sites to improve brand awareness and increase site traffic through intentional design and data driven optimization. Clients include Nestle, NYECC, Kaya, Bloomerent and The Kinetix Group.

## PROFESSIONAL EXPERIENCE

**Senior Product & Brand Designer**, Los Angeles, CA (remote)

*April, 2022 – January, 2023*

Versus Systems

- Saved over \$30k while cutting two weeks from the launch timeline for our flagship product website by bringing design and development work in house.
- Managed the end-to-end process for multiple products, including website design, landing pages and emails from ideation to development.
- Worked cross functionally to maintain brand standards and refined the digital design language and brand system, resulting in a more cohesive and consistent brand image.

**Head of Design & Marketing**, New York, NY

*May, 2019 – November, 2019*

Space Capital

- Generated over 15k visitors and 2.5k sign ups on launch day of spacetalent.org (lead ideation, branding, web design and creation of marketing assets).
- Increased investment volume through data supported improvements of design UI/UX elements of all updates to the Space Angels investing platform.
- Brought in new investors and strengthened relationships through social media, white papers, podcast episodes and various marketing campaigns. Designed digital and print editions of the Space Investment Quarterly.

**Design & Marketing Manager**, New York, NY

*January, 2017 – May, 2019*

Alt Legal

- Spearheaded efforts which led to a 50% decrease in CPC and increase in inbound marketing leads by 10x by creating target digital ad content and conducting A/B testing.
- Increased new users by 48%, sessions by 69%, pages/session by 95% and decreased bounce rate by 84% by executing complete blog redesign.

**Product Designer**, New York, NY

*January, 2016 – January, 2019*

Alt Legal

- Developed wireframe, branding, prototype and MVP for B2C iOS app.
- Took the app from concept to prototype in under 6 months.

## EDUCATION

**UX Design Certificate**, Google, Remote

*March, 2023 – Present*

**Design 101**, Designlab, Remote

*April, 2016*

**Bachelors in Art and Philosophy**, Lafayette College, Easton, PA

*September, 2008 – May 2012*