

Ashley Hatcher

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☎ 313-303-4282

📍 Detroit, Michigan

Related Experience

● UI/UX Designer

Renaissance Intern Program, Apple Developer Academy | Aug 2022 - Present

- Conceptualize and implement high-fidelity iOS app designs, from research and ideation to presentation to Apple representatives, demonstrating project coordination and creative facilitation skills.
- Collaborate with cross-functional teams to ensure effective communication and project alignment with strategic goals.
- Expanding my knowledge of Swift iOS language and industry design standards

● Freelance Creative Designer / Artist / Owner

MOXY, Detroit, MI | 2019 - Present

- Design and create custom functional art pieces using epoxy, wood, and other materials.
- Detroit Eastern Market artisan vendor for Sunday and Holiday Markets.
- Develop and facilitate community based epoxy workshops, teaching techniques and creative freedom.

----- *Client Based* -----

- Digital Engagement and Web Development: Elevate website visibility and user engagement through SEO optimization and intuitive design.
- Project Management and Strategic Planning: Directing UI/UX design and operational enhancements to fulfill business objectives and boost user experience.

● Teaching/Resident Artist

ProjectArt.org, Detroit, MI | Feb 2023 - Oct 2023

- Teach and mentor youth at the Detroit Public Library.
- Create and implement class curriculum around creative expression, art techniques, and implementation.
- Collaborate with library in order to curate end of semester student art exhibition

● Community Manager

Hunt Street Station, Detroit, MI | Oct 2021 - April 2022

- Planned and executed community events; including workshops, volunteer opportunities, member social engagements, etc.
- Coordinated and facilitated all daily operations of maintaining coworking space/building.
- Coordinated with company owner on budget and growth of company space.
- Increased membership enrollment numbers.

● Global Sourcing Coordinator

Sharper Image, Farmington Hills, MI | Nov 2017 - June 2020

- Fostered direct relationships with international vendors
- Improved product manual content/design, reducing product return rates, demonstrating attention to detail and ability to produce accurate results.

Skills

- Adobe Creative Cloud
- iOS Design
- Project Management Software - Jira, Miro, Basecamp
- Sketch/Figma/Canva
- Wireframe and Prototype
- Creative Problem-solving
- Creativity
- Adaptability
- Creative Strategy
- UX/UI Design and Research
- Mixed Media

Certificates

- Apple Developer Academy - Certificate of Completion
- Adobe Certified Associate in Visual Design Using Adobe Photoshop
- Freelancing and Consulting in User Experience

Education

Apple Developer Academy/Michigan State University
iOS Design, Detroit, MI | 2022

Grand Valley State University
Advertising/Art and Design, Allendale, MI | 2012

Past Positions

Assistant Account Executive
Doner, Southfield, MI | Oct 2016 - Nov 2017

Editorial Studio Coordinator
Zulily, Seattle, WA | March 2014 - Feb 2016

References and Portfolio Available Upon Request
