


PORTFOLIO

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CONTACT

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EXPERTISE

Software, Web and Mobile
UX / UI Design

Visual and Interaction Design

Information Architecture

Wireframing & Interactive
Prototyping

User Behavior and Data Analysis

Stakeholder Relations and
Presentation

TOOLS

Axure - 5.5 years

Photoshop - 18 years

Illustrator - 18 years

InDesign - 15 years

HTML/CSS - 14 years

WordPress - 8 years

Google Analytics - 8 years

Inspectlet - 2 years

Workfront - 3 years

EDUCATION

Davenport University

B.A. Business

 1999, Cum Laude



ASHLEY ROSSI

Senior Multidisciplinary Designer

STRATEGY, UX, UI, IxD

 Northern Michigan

Hello! I'm Ashley Rossi, a Visual, UX, UI and Interactive Designer with over 18 years of professional experience working in freelance, agency, small business and corporate environments. I spent the first 13 years of my career as a hybrid graphic designer and front-end HTML/CSS and WordPress developer with a passion for pixels, color, layout and typography. This skillset segued into a Senior UX Designer position, a role that has stretched my thought process beyond pixels to a broader focus on the overall strategy and user journey of a digital product or brand. My blended creative and technical experiences allow me to take a holistic approach to projects due to a working knowledge of many of the required tasks and processes in between, while providing a helpful frame of reference for engagement and collaboration within project teams.

WORK HISTORY

Senior UX Designer

Hagerty, January 2012 – June 2017

 Traverse City, MI

Hagerty is a multi-office classic vehicle insurance company headquartered in Traverse City, Michigan with a diverse portfolio of digital products including quoting engines, content driven microsites and large scale data-driven web applications. As the Senior UX Designer, I routinely led and participated in discovery sessions to define product features, interpreted user stories and requirements to design and present user flows, wireframes and interactive prototypes to project leads and stakeholders, defined grid layouts and UI patterns on new and existing digital products, collaborated with development leads and business analysts to define opportunities and system limitations, defined and created solutions for A/B testing, attended user testing sessions, and provided graphic design on microsites, email and banner ad campaigns.

Online Operations Manager

Traverse Legal, July 2010 – January 2012

 Traverse City, MI

Traverse Legal, PLC is a multi-office technology law firm whose lead generation strategy is focused on leveraging SEO content. As the sole designer and developer, I worked independently to rearchitect and redesign their corporate website and legal blogs into a cohesively branded online presence. This long term project included the custom theme development and server migration of over 100 legal blogs into the WordPress Multisite platform, custom theme Typepad blog development, and a full rebrand of their social media, print and email marketing campaigns.

REFERENCES

Jason Hadfield

Senior Manager of Creative

Hagerty Insurance

📞 231.409.9129

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Jason Quillen

Web Art Director

Hagerty Insurance

📞 231.620.6983

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Web Development Manager

Senior Web / Graphic Designer

[Oneupweb](#), December 2007 – July 2010

📍 Traverse City, MI

Oneupweb is a full service digital marketing agency providing SEO and design services to both local and global clients. As the Senior Web and Graphic Designer, I provided graphic design, front end development and creative direction on award winning banner ads, email campaigns, landing pages, print collateral, microsites and full scale website redesigns for both client and corporate projects. Upon my promotion to Web Development Manager, my role expanded to include project management and client relations. Notable clients included Invisible Fence, Banfield Pet Hospital, Cancer Treatment Centers of America, Schwan's and 1-800-GOT-JUNK. Awards included a BMA Gold, a BMA Best of Show and a Silver Communicator for our 2010 corporate website redesign, a Gold Communicator for its intuitive structure and navigation, a Silver Addy for our *One for the Road Cookbook* client gift, and a W3 for our *How We Grow Brands* stop motion video.

Brand / Web Designer

[Impactfolios](#), 2005 – 2007

📍 Traverse City, MI

Impactfolios is an online portfolio website platform for artists, photographers and creatives of the like to showcase their work. Working alongside my previous manager from Deerfield, I provided brand design, website template design, creative direction and copywriting throughout the product development phase. Post product launch, I provided customer support calls for new users and custom template design for premium users.

Graphic and Web Designer

[Deerfield Communications](#), September 1999 – December 2002

📍 Traverse City, MI

Deerfield Communications was an early founded .com company focused on "leveraging internet connectivity" through the development and sales of proprietary and third-party software. My team consisted of four young creatives—myself as a designer and front end developer, a back end developer, a copywriter and an illustrator—who successfully rebranded, rearchitected and redesigned the corporate website and its 12 product sub sites. The original design and navigation is still live at deerfield.net.