

ASHLEY MACDONALD

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skills

Audience Research
Product Thinking
Journey Mapping
Usability Testing
Quantitative Analysis
Qualitative User Interviews
Competitive Analysis
Design Systems
Wireframing
Rapid Prototyping
Visual Design
Designing for CMS Frameworks

tools

Design

Sketch, Photoshop, Illustrator, Adobe XD

Prototyping

Framer X, InVision

Languages

HTML, CSS

Software

Abstract, Zeplin, Atlassian (Jira, Confluence)

education

Drexel University

Philadelphia, PA

Bachelor of Science, Graphic Design

The New York Code + Design Academy

Philadelphia, PA

UIUX Design 101, Summer 2018

work experience

Senior Product Designer

The Philadelphia Inquirer – Philadelphia, PA

January 2017 – Present

Lead design and execution of The Philadelphia Inquirer's ambitious re-imagining of their digital product portfolio. Collaborate across Product, Engineering and Data Analytics teams to clearly scope and implement design solutions to increase recirculation and encourage daily habit.

Developed a new design system for launch across the publication's website and mobile app. Drive design consistency across all engineering efforts across product sprints. Partner with newsroom editorial teams to ensure adherence to the new design system.

Work as a user researcher to set up usability testing, qualitative interviews, and the company's very first diary study. Communicate design decisions and their impact on the user experience to internal stakeholders.

Designed and launched an editorial curation tool to manage app notifications and feeds, which resulted in 10% growth in Daily Active Users and increased Monthly Article Views to 700,000.

Established the design language across nearly a dozen editorial newsletters with an audience of 112k, providing competitive analysis, logo design, branding, and acquisition strategies.

Adjunct Professor

Drexel University, Westphal College of Art and Design

January 2021 – Present

Teach Web Graphics 1 Course focused on creating engaging and user-centered designs through the use of responsive layout, color, typography, and image selection.

Introduce the basics of the UX design process including user research, requirements gathering, wireframes, and using Sketch to create UI design.

Strengthen skills around remote collaboration through group projects and weekly design critiques.

Graphic Designer

The University of Pennsylvania – Philadelphia, PA

October 2014 – December 2016

Led the design of Omnia Magazine's first editorial website from concept to launch.

Partnered with lead engineer to redesign websites for six academic departments to better connect with their target audience.

Developed brand identity and marketing campaigns for internal and external events; included posters, postcards, signage, and advertising.