

# Ashley I. Cabrera

## UX DESIGNER AND SENIOR GRAPHIC DESIGNER

### GET IN TOUCH

WWW.ASHLEYIRISDESIGNS.COM  
ASHLEYIRISDESIGNS@GMAIL.COM  
347.364.9104

### PROFILE

I am a UX and Senior Graphic Designer passionate about creating user-centered experiences that blend aesthetics and functionality. My transition into UX design builds on over a decade of crafting impactful visual content in retail, fashion, and e-commerce, where I honed my ability to enhance user engagement. I excel at transforming complex ideas into intuitive, engaging designs that foster trust and loyalty.

### SKILLS

- Design Tools: Adobe Creative Suite (InDesign, Photoshop, Illustrator, After Effects, XD), Figma, Sketch, Shopify, WIX
- UX Tools: Miro, Basic HTML/CSS, Prototyping, Wireframing, Usability Testing
- Email Marketing: Listrak, Mailchimp, Constant Contact
- Collaboration Tools: Slack, Monday.com, Google Drive, Dropbox, Microsoft Teams, ClickUp

## PROJECTS

### CAPSTONE PROJECT | PRODUCT DESIGNER | [VIEW PROJECT HERE](#)

Mar 2023, Brainstation

- Crafted a job-tracking app as a Product Designer, focusing on relieving stress for job seekers by integrating tools for organization, mental well-being, and productivity.

### MIRO ORGANIZATION BOARDS | LEAD DESIGNER | [VIEW PROJECT HERE](#)

July 2023, Wayfair

- Developed and implemented Miro Board templates at Wayfair to streamline campaign reviews, addressing inefficiencies and enhancing stakeholder clarity and workflow consistency.

## EDUCATION

### BRAINSTATION | DIPLOMA, UX DESIGN

Sep 2024 - Dec 2024, New York, NY

### SUNY BINGHAMTON UNIVERSITY | B.A. STUDIO ART, GRAPHIC DESIGN

Aug 2009 - May 2014, Vestal, NY

## WORK EXPERIENCE

### SENIOR GRAPHIC DESIGNER | WAYFAIR

NOV 2022 - AUG 2023, Boston: Remote Position with Travel

- Identified inefficiencies in presenting campaigns to stakeholders and designed Miro Board templates to streamline the review process, enhancing clarity and workflow consistency.
- Led the design process from initial sketches and ideation to final mock-ups, ensuring concepts were aligned with business objectives and effectively communicated to stakeholders.
- Participated in dynamic brainstorming sessions, developing and translating ideas into effective design mock-ups aligned with business objectives.

### FREELANCE GRAPHIC DESIGNER | ELOQUII

APRIL 2022 - NOV 2022, New York, NY: Fully Remote Position

- Collaborated in brainstorming sessions to create mock-ups, translating diverse feedback into effective visual solutions aligned with business objectives.
- Oversaw daily email campaigns, banner ads, paid campaigns, social media assets, and e-commerce imagery for digital platforms.
- Regularly presented design concepts and execution plans to senior designers, project managers, and the marketing team to support business growth.

### LEAD GRAPHIC DESIGNER | RAINBOW SHOPS

Oct 2021 - Mar 2022, Brooklyn, NY

- Directed the development of cohesive digital assets, including email campaigns, homepage updates, ads, and eCommerce banners, ensuring brand consistency.
- Partnered with the Creative Director to design branding boards for holiday and promotional photoshoots used across various platforms. Managed all designers and projects using Monday.com
- Collaborated with creative and merchandising teams to analyze email performance and strategically optimize website updates and campaigns, boosting traffic and engagement.

### GRAPHIC DESIGNER | ANN INC.

Feb 2020 - Mar 2021, New York, NY

- Created engaging graphics and digital assets for campaigns, websites, emails, and social media, ensuring brand consistency and optimized designs for web and mobile platforms.
- Partnered with cross-functional teams to develop presentations, content, and design solutions that enhanced internal and external engagement.
- Produced sketches, prototypes, and high-quality designs using Adobe Creative Suite, staying updated on industry trends to deliver impactful and strategic solutions.

### OWNER & DESIGNER | ASHLEY IRIS DESIGNS

Jan 2018 - Feb 2020, Self Employed

- Designed and delivered a wide range of print and digital assets, including campaigns, emails, social media content, e-commerce imagery, catalogs, flyers, and website layouts, ensuring consistent and impactful branding.
- Worked directly with small business owners, predominantly women of color, to pitch innovative marketing and branding ideas tailored to their business needs, enhancing their ability to connect with customers and boost sales.
- Led the entire design process from brainstorming and concept development to final prototypes and high-quality deliverables, utilizing Adobe Creative Suite and staying informed on design trends to create effective solutions.