

Ashley Estes

UX Architect, Visual Designer, Strategist, Researcher

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Portfolio Password: carterestes

Kernersville, NC

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Experience

Viagio Technologies, Remote — UX Specialist

NOVEMBER 2024 - PRESENT (CONTRACT)

Venturing into the realm of freelance, I am helping a team of developers solidify visual decisions for existing and new clients. This includes user flows, wireframes, style guides, brand identities, and mockups.

Ongoing Work First Responder Provider Network. Smith & Loveless, NM MVD ID Verifier, Indigo Insurance

Oomph Inc, Remote — UX Architect

NOVEMBER 2021 - OCTOBER 2024 (FULL-TIME)

Understanding diverse clients, designing user-centered solutions, conducting usability research and testing, collaborating with cross-functional teams, and driving customer satisfaction. Assisted with sales, project management, marketing, and development.

Notable Projects Roger Williams Park & Zoo, BCBSRI, HopeHealth, Keene State College, ONS, University of Colorado, NorthShore

Beacon Technologies Inc, Greensboro, NC — UX Visual Designer & Strategist

JANUARY 2019 - NOVEMBER 2021 (FULL-TIME)

Improving higher education websites from discovery to development hand-off. Assisted with content migration, sales, and governance.

Notable Projects Kendall College of Art & Design, NCA&T, Randolph Community College, NEFE, Diversified Fence Builder

Education

Vanderbilt University — Gen AI for Leaders, Coursera Certification

January 2025

The Team W — User Experience Certification

March 2019

Appalachian State University, Boone, NC — BFA, Graphic Design (Psychology Minor)

AUGUST 2014 - DECEMBER 2018

Why me?

I could ramble about myself and how **I feel about my experience** to the end of time. Long story short, my **strengths** lie in **navigating through chaos** to make decisions that drive results.

I thrive in **team settings** where I can be a **listening ear** and **voice of reason** to ensure the focus remains on what **truly matters**, no matter the industry or audience.

Success in my work comes from **my desire to understand and help people**. My experience helps me **navigate projects efficiently**, but I am **always learning**.

Research and design techniques are **only effective** only when you're asking the **right questions** to the **right people**. Once you **understand the audience**, you can map out the journey and determine a **better path forward**.

Tools

Adobe, Figma, GatherContent, SortSite, Looker Studio, Analytics, LuckyOrange, SlickPlan, Miro, Procreate, Basecamp, Jira, Drupal, Cascade, Modern Campus, ContentSquare, Hotjar, and more as this list is always growing