

Ashley Burbano

Product Designer

ashleyburbano.com

aburbano.design@gmail.com

631.576.7687

experience

AKQA

Jun 2021 - Aug 2021

Product Design Intern

- Pitched & designed interactive digital campaign in a 4-person team to increase membership for younger demographics for client.
- Translated concepts into user flows & wireframes to improve new site features.
- Assisted with usability testing & discovered user feedback that improved product experience by 15%.

HCI Institute

Jan 2021 - Aug 2021

Design Research Assistant

- Created iterative sketches & prototypes using experimental material.
- Collaborated with engineers to discover future use cases for product.
- Presented deliverables during cross-functional team meetings of 20+ people and responded to weekly feedback.

Thomas Merton Center

Oct 2020 - Apr 2021

Visual Designer

- Collaborated with marketing to develop visual campaign strategy for local event promotion.
- Defined visual design of teams' solutions from conception through delivery.
- Designed graphics & weekly email newsletter to reach audience of 3,000+ subscribers using Illustrator & MailChimp.

SevenPonds

May 2020 - Jan 2021

Digital Design Intern

- Created graphic visuals & daily digital content for audience of 4,000+ people across multiple social platforms.
- Established design pattern & style guides for brand's design system.
- Grew company's instagram account to 1,000 followers maintaining a 10% engagement rate in 6 months.

education

Carnegie Mellon University

May 2022

Bachelor of Design

skills

Interface Design
Interaction Design
Systems Thinking
Visual Design
Experience Design

User Research
Wireframing
Rapid Prototyping
User Flows
Creative Strategy

tools

Figma
Sketch
JIRA
Adobe CC
Keynote

HTML5 / CSS3
JavaScript
Python
SketchUp
Invision