



Hello! I'm Ash Billings

USER EXPERIENCE & PRODUCT DESIGN SPECIALIST

ashbillings.design@gmail.com

<http://ashbillings.com>

Over 9 Years of Experience in The Design Industry

UX Design Manager at Big Fish Games

December 2016 - Present

- Aggregates and classifies UX debt
- Assists in prioritizing product backlog
- Owns and updates the team design strategy process
- Adopted and encourages systems that foster user-centric design and accountability
- Supervises and mentors a small team of UX Designers on the Product Design team
- Facilitates team activities and communication
- Delegates projects to optimize workload within team
- Creates team goals and assists team members with quarterly goal setting

Lead UX Designer at Big Fish Games

December 2015 - December 2016

- Responsible for conducting competitive analyses and creating and presenting design deliverables
- Pioneered the process for creating conventions and style guides for shared resources within the team
- Worked closely with stakeholders to create project roadmaps and define project goals
- Provided creative leadership for our products
- Mentored and provided guidance to junior designers

UX Designer at Big Fish Games

September 2014 - December 2015

- Responsible for conducting competitive analyses and creating and presenting design deliverables
- Created a culture of usability testing
- Fostered an iterative (Lean UX) design process

UX/UI Designer at Intrepid Learning (TCG)

January 2014 - April 2014

- Responsible for designing new products: UI design, asset production, user flows, wireframes, technical specifications, redlines
- Addition of Product Features and UI Redesigns: user flows, wireframes, technical specifications, visual design, asset production, redlines
- Functionality Redesigns: user flows, wireframes, technical specifications

User Experience Design Intern at Amazon.com

June 2013 - September 2013

- Responsible for creating a competitive analysis and feature matrix of top competitors' mobile apps
- Assessed ways to aid users and create delight within the Amazon mobile app using microinteractions
- Assisted in the research and development of alternative touch inputs for tablets

Program Chair at ITT Technical Institute

June 2011 - December 2012

- Managed programs and faculty for Game Design and Graphic Communications
- Mentored and hired staff within school of study
- Promoted student enrollment in school of study
- Supported student professional associations
- Taught courses for the fields of graphic design, web design, animation, and instructional design
- Developed and adapted educational material to improve student performance, attrition, and success

Freelance Web and Graphic Designer

February 2008 - May 2011

- Developed attractive and usable small business commercial websites according to client specifications and users' needs
- Designed graphics for the web and print
- Created interactive prototypes for commercial sites
- Updated marketing print collateral

Instructor of Visual Communications at ITT Technical Institute

June 2007 - June 2011

- Taught a variety of multimedia, design software, project management, and design theory courses
- Demonstrated independence and leadership by iterating and innovating
- Corresponded regularly with students and faculty to improve the educational experience



Strengths and Attributes

- **Team Leader:** provides creative leadership for our products, mentors and provides guidance to junior designers as needed, works closely with stakeholders to create project roadmaps and define project goals
- **Advocate:** empathizes with users, balances business goals with usability concerns, engenders a customer-centric culture from within
- **Lean and Agile:** practices iterative methodologies to improve collaboration between stakeholders, synchronizes deliverables with agile team sprints, promotes feedback to and from devs
- **Researcher:** conducts usability testing using a variety of techniques, works closely with User Research Team to develop quantitative and qualitative tests, demonstrates to junior designers proper methodologies and execution techniques, leverages data to make design decisions
- **Discourser:** exceptional communication and correspondence skills, receptive to feedback, encourages transparency and accountability, ability to succinctly present findings and concepts to multiple audiences
- **Collaborator:** insists on involving multi-disciplinary teams in the design process, excellent interpersonal and negotiation skills, understands how to balance feedback from multiple sources
- **Meticulous:** passionate about quality, demonstrates high standards, fluent in best practices
- **Diversifier:** experienced with designing for mobile and other platforms as well as localized content
- **Professional:** organized and efficient, capable of balancing a range of concurrent responsibilities while being level headed and priority focused, prompt with delivery

Skills and Tools

- **Sketching and Wireframing:** Balsamiq, Sketch
- **Prototyping:** Axure, Principle, Proto.io, Marvel, POP, Adobe XD
- **User Research & Testing Methods:** paper prototyping, card sorting, surveys, behavioral testing, focus groups, interviews
- **Visual Design and UI:** Adobe Photoshop, Illustrator, InDesign
- **Documentation & Presentation:** JIRA, Confluence, Excel, Acrobat, Keynote, PowerPoint
- **Web Development:** HTML5, CSS, JQuery, Bootstrap
- **Animation and Multimedia:** animation, multimedia, video editing, compositing, and 3D software tools and techniques

Formal Education

Master of Arts in Interactive Design
& Game Development
2014 – Savannah College of Art & Design in Savannah, GA

Bachelor of Arts in Animation
2006 – Collins College in Tempe, AZ

Volunteer Experience

Mentor for XX+UX Mentorship Program

Completed in 2017 – The XX+UX Mentorship Program is dedicated to supporting the careers of women in user experience by helping them create meaningful connections and build skills that foster success.

Guest Speaker for Academy of Interactive Entertainment

Completed in 2015 – AIE presented me as a guest lecturer to discuss breaking into the design industry as a new graduate.

Guest Speaker for Arlington High School

Completed in 2013 – I spoke to students about the various career opportunities and what skills are used in the design field.

Service Provider Support for United Way of King County

Completed in 2017 – The Community Resource Exchange took place on March 9, 2017 at CenturyLink, East Hall. People who are homeless got connected with essential hygiene items and services. Haircuts, housing help and mammograms—those barely scratch the surface of the impact this event has.