

# Ashley Capp

UX DESIGNER

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## PROFILE

Throughout my career as a photographer, I gained a unique skill set of organization, efficiency and flexibility which I will take with me as my career transitions to user experience design.

Empathetic by nature, my strengths lie in collaboration and communication. I'm detail oriented and delivery focused.

I'm excited to blend my background in visual communication with a career in UX design. I look forward to making an impact by creating human-centered design solutions.

## SKILLS

Figma, InVision, POP App, Optimal Sort, Principle, Adobe Photoshop, Zeplin, CaptureOne, Lightroom, Dragonframe, Photography

## EXPERIENCE

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### Commercial Photographer | Ashley Capp Photography

JAN 2010 - 2021, ONTARIO, CA

- Managed multiple creative projects from concept to completion with the ability to prioritize tasks and deliver before deadline.
- Collaborated and established good relationships with clients, advertising agencies, art directors, producers, stylists and post production teams.
- Continuously educated, self-taught and improved as new technologies became available in an ever-changing environment.
- Developed an understanding of strong visual communication and design.

### Commercial Photographer | Represented by Westside Studio

JAN 2016 - 2019, ONTARIO, CA

- Partnered with an award-winning commercial production studio, photographing national advertising campaigns.
- Developed strong communication and presentation skills.
- Attained and successfully executed projects for brands such as Walmart, Loblaws, TJX, McCain, Nutella, Ace Bakery, Mucho Burrito and Ecobee.

### Head Assistant, Retoucher & Digital Capture Tech | Pond Studio

JAN 2005 - 2010, ONTARIO, CA

- Headed retouching and post production services.
- Liaised with clients, ensuring a high level of service.
- Developed flexibility and the ability to adapt and thrive in a fast-paced environment with changing priorities.

## EDUCATION

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### BrainStation | Diploma Candidate, User Experience Design

JAN 2022 - APR 2022, ONTARIO, CA

### Humber College | Diploma, Commercial Photography

SEPT 2003 - 2005, ONTARIO, CA

## PROJECTS

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### UX Researcher & Designer | Thrive

FEB 2022 - MAR 2022, BRAINSTATION CAPSTONE PROJECT

- Designed and prototyped a mobile investing app using Figma and InVision.

### UX/UI Designer | Shopify x BrainStation

MAR 2022, BRAINSTATION INDUSTRY PROJECT - REMOTE HACKATHON

- Collaborated with a multidisciplinary team of data scientists and web developers to create an innovative solution with Shopify.