

Ashley Xie

Contact

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Portfolio:
<https://a2px.github.io/portfolio/>

Education

Dartmouth College

2020–2024

Bachelor of Arts

Human-Centered Design and
Classical Studies

Studio Art Minor

GPA: 3.79

Skills

Design Tools: Figma, FigJam, Framer, Adobe Illustrator, Adobe Photoshop, Canva, Miro

Visual Design: User Interface, Graphic Design, Presentation Design, Wireframing

User Experience: User Research, Information Architecture, User Journey Mapping, Card Sorting, Tree Testing, Usability Testing, Prototyping, A/B Testing, Interaction Design, User Flows

Analytics: Hotjar, Google Analytics 4 (GA4), UserTesting.com

Design Engineering/AI: ChatGPT, Claude, Gemini, Figma Make

Other: Microsoft Office, Agile Methodology, Mobile Design, Responsive Design, Design Thinking

Professional Experience

Locate Alpha (startup)

UI/UX Designer, January 2025–Present

- Designed, iterated, and tested entire Lennar investor Marketplace user interface, resulting in over 6,500 users signing up within 2 months of launch
- Crafted and launched company website from scratch with 1.1k+ monthly visitors and 11 qualified leads in first two months
- Created comprehensive brand/design system including responsive design patterns, color semantics, typography guidelines, one-pagers, .pptx decks, and reusable components
- Streamlined user experience across multiple products through journey mapping, user interviews, and information architecture optimization

Augmento (startup)

UI/UX Design Intern, July–August 2024

- Conducted comprehensive user research with 20+ participants across 2 user segments through surveys, usability tests, and interviews, identifying core personas and mapping pain points that informed product development

Digital Applied Learning and Innovation (DALI) Lab

Product Designer, June 2022–March 2023

- Overhauled major declaration process, resulting in 15+ high-fidelity prototypes informed by user testing and interface design principles
- Generated comprehensive user journey mockups targeting key scenarios, streamlining the declaration process and enhancing user satisfaction
- Collaborated cross-functionally in teams of 2-8 with project manager and developers, resolving communication challenges and meeting project deadlines

Kyndryl (formerly IBM)

Product Design Intern, May–August 2023

- Designed interactive dashboard connecting 10+ Vital employees, clients, and alliance partners, reducing time spent searching for files by 40%
- Developed 10+ Figma templates and workshop materials for client engagement sessions, ensuring design system consistency across deliverables