

Ashleen Blaettler

CONTACT

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SKILLS

Tools

Adobe Suite
Sketch
Figma
Invision

Skills

User research
Wireframing
Prototyping
Usability testing
Illustration & UI Graphics

Languages

Spanish (Fluent)
Mandarin Chinese (Basic)
Korean (Basic)

EDUCATION

Springboard

2021, UX Design Career Track

UC Santa Barbara

Class of 2017, BA Fine Art

UCSB Extension

2017, Certificate of Marketing

University of Melbourne

2016, Study Abroad

PROJECTS

UX Designer, ElectricFish March 2021-current

Sole UX designer for an EV-charging startup, creating style guides, performing user research, wireframing and prototyping an updated website and internal data visualization design system.

UX Designer, OnThyme Foods April-May 2021

Worked on a two-person design team to overhaul the website of a produce delivery business. Performed user interviews and usability tests, using that data to inform a revamped style guide and site redesign.

WORK

English Teacher, Avalon English

Seoul, Korea Feb 2019 - March 2020

Instructed students aged 4-15 in English as a second language. Created lesson plans and graded homework and tests for classes of up to 14 students at a time.

Marketing Coordinator, NAI Northern California

San Francisco, CA Sep 2017 - Nov 2018

Multi-media content creation, designed digital and print marketing materials for three commercial real estate offices.

Marketing Intern, Santa Barbara Tutoring

Santa Barbara, CA Feb - July 2017

Designed and executed a digital marketing plan, managed social media accounts, established email marketing campaigns, and created written and design content.