Ashley Laughlin, Visual Designer

alaughlindesign@gmail.com / 626–818–9885 / LinkedIn / Portfolio

- Visual designer with a broad range of experience including expertise in UX/UI design, website design, illustration, packaging and environmental graphic design.
- Early employee at Credit Repair Cloud and solo visual designer. Successfully transformed the visual brand from makeshift to professional.
- Recently transitioned to a dynamic UX design team that uses customer-driven insights to create user-focused products. Looking switch back into visual design.

Professional Experience

Credit Repair Cloud
Los Angeles, CA

Jr. UX Designer   Apr 2022 – Present
Full-Time • Remote

- Designed the UX for an automated mailing system featured within the CRC platform, saving our customers many hours while operating their businesses
- Worked on product enhancements to improve the usability of the existing CRC software platform while meeting stakeholder requirements
- Participated in user research to empathize with our users and understand the pain points they have while operating their businesses and using our software
- Analyzed usability testing results to improve design solutions while still maintaining stakeholder buy-in
- Built interactive prototypes for usability testing using the CRC Design System in Figma
- Collaborated with team members in cross-team UX design sprints and Lean UX processes

Visual Designer   Jun 2020 – Apr 2022
Full-Time • Remote

- Redesigned the CRC marketing website to integrate the revamped visual identity
- Created graphics and environmental products for the industry's largest expo event
- Illustrated hundreds of custom character assets representing our diverse customers
- Consistently maintained the CRC look and feel for all marketing materials, company swag, and client-facing educational courses/training materials
- Incorporated design feedback to improve design solutions
- CRC grew its user-base by over 700% during the duration of this position

Visual Designer   Nov 2018 – Jun 2020
Freelance • Hybrid

- Revamped the CRC visual brand, creating a style guide and recreating assets to match new branding
- Met with team members to present design solutions, received constructive feedback, and made adjustments accordingly

- Supported CRC's marketing efforts by creating a wide range of digital assets that both strengthened the CRC brand and consistently met delivery deadlines
- Applied knowledge of print production, typographical hierarchy, and color theory to produce excellent quality print products including a high-selling introductory book and a physical "Challenge Box" for the client's matching introductory course

Production Graphic Designer, Indigenous Software   Oct 2017 – Nov 2018
Freelance • Remote

- Provided UI prototypes and design specs to enhance the usability of Indigenous' desktop and mobile product suite
- Created engaging and responsive on-brand B2B websites designed to engage customers and capture leads
- Built websites using Indigenous Software's proprietary platform website builder and further customized websites using HTML and CSS
- QA tested websites for functionality and made repairs accordingly
- Assisted marketing campaigns by creating ongoing social media graphics design and branded drip email templates

Founder, Superabundant Creative   Jan 2013 – Dec 2018
Full-Time • Los Angeles, CA • Hybrid

- Met with clients to build positive relationships, gather and define project requirements, establish scopes, manage project milestones, and deliver design solutions from conceptualization to production
- Created cohesive visual identities and marketing collateral packages designed to increase product awareness for target customers and communicate core values
- Worked directly with clients to strategize how to effectively use WordPress and deliver a customized, safe, and reliable website that communicates their business to customers, captures leads and boosts profits
- Provided front-end website development using WordPress as well as using HTML/CSS editing software, and setup SEO optimization using WordPress and Google Analytics

Skills & Tools

Prototyping, Wireframing, Critical Thinking & Creative Problem Solving, Empathy, Graphic Design, Illustration, Web design, Presentations, Branding & Identity, Graphic Production
Figma, Adobe XD, Illustrator, InDesign, Photoshop, WordPress, HTML/CSS, WordPress

Education

Industrial Design: BFA with High Honors, Graphic Design: AAS with High Honors
Minor in Entrepreneurship, Concentration in Environmental Studies
Rochester Institute of Technology • Rochester, NY

Industrial Designers Society of America student member, Industrial Design Student Organization secretary, Badminton Club graphic designer