



ASHLEY HAYES

LEAD DESIGNER & WEB DEVELOPER

Los Angeles, CA

909.418.4783

ashleychristinehayes@gmail.com

SOCIAL



www.ashleyhayes.design



[linkedin.com/in/ashleychayes](https://www.linkedin.com/in/ashleychayes)



github.com/shleehayes

EDUCATION

BACHELOR OF ARTS DEGREE IN MEDIA ARTS & DESIGN

Summa Cum Laude

Mt. Sierra College

2014 - 2017

PRO SKILLS

DESIGN

- Photoshop
- Illustrator
- InDesign
- XD
- Sketch
- Lightroom

WEB

- HTML
- CSS
- Javascript
- jQuery
- Git
- PHP
- MySQL
- Dreamweaver

VIDEO

- After Effects
- Premiere Pro

PROFESSIONAL OVERVIEW

Determined and self-motivated web-designer with over three years of experience, eager to utilize top-class front-end development, UI/UX, and visual design skills in a driven and competitive environment. In my current role, implementing highly converting SEO optimized design that boosts traffic and reduces customer acquisition costs. Highly skilled in a customer-facing role and possessing conflict resolution training.

EMPLOYMENT HISTORY

SECURITY DEALER MARKETING | DESIGNER & DEVELOPER

August 2017 - Present

- Responsible for a dedicated client workload in a deadline-driven environment.
- Work closely with clients from concept to execution.
- Collaborate with the creative director and creative team to ensure maximum brand awareness.
- Adhere to all corporate brand guidelines when preparing graphic materials.
- Design artistic signage for corporate/industry events.
- Implement SEO and SEM techniques to deliver quality results.

UNDEFEATED, INC. | SALES ASSOCIATE

March 2016 - October 2017

- Worked closely with customers to meet their needs.
- Possessed strong product and industry knowledge.
- Maintained store organization.
- Managed visual merchandising elements of the environment.



INTERESTS

- Music
- Traveling
- Socializing
- Movies
- Animals

ACHIEVEMENTS

**MT. SIERRA COLLEGE
PRESIDENT'S SCHOLARSHIP**
Awarded in 2014

**MT. SIERRA COLLEGE
ACADEMIC SCHOLARSHIP**
Awarded in 2016

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EMPLOYMENT HISTORY (continued)

RA SUSHI BAR | COCKTAIL SERVER
February 2010 - December 2015

- Possessed full menu knowledge to assist guests and boost sales.
- Maintained excellent communication with staff.
- Helped maintain the organization of the restaurant.
- Worked POS system to process payments.

CHARACTER TRAITS

- Organized
- Efficient
- Excellent customer service
- Diplomatic conflict resolution skills
- Deadline driven
- Passionate about continued education
- Team player
- Able to conceptualize innovative design solutions for print, web, and broadcast applications.
- Skilled in a variety of design applications and marketing packages designed to strengthen business exposure.
- Results-oriented professional accustomed to surpassing expectations.
- Production of both eCommerce and non-eCommerce websites

REFERENCES

ADRIE RUIZ - PROJECT MANAGER
Former Colleague
626.422.1429

JEANIE ERWIN - COPYWRITER
Colleague
909.344.6062

CHRISTOPHER FIGUEROA - LEAD DESIGNER
Colleague
702.292.6347