

Ashley Karr

UX Principal

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Objectives

I am seeking a full-time role as a UX Principal with a dynamic team that practices the entire human-centered design process & creates innovative products with meaning.

Education

1998 - 2003 B.A. Anthropology, University of California Los Angeles, Cum Laude

2009 - 2011 M.S. Human Factors & Systems Engineering, Embry-Riddle Aeronautical University,
Graduated with Honors (4.0)

Most Recent Work Experience

Smartsheet

2016 - Present / UX Principal / Seattle, WA

My main responsibilities include overseeing a redesign of the Smartsheet application's onboarding experience & creating our app design library. Additionally, I am helping our UX team grow & our product department practice the entire HCD process. Lastly, I am organizing internal processes to accommodate this team growth & positive departmental change.

General Assembly

2013 - 2016 / Lead UX Design Immersive Instructor / NY, LA, Seattle

I helped over 200 people make career transitions into UX design through a hybrid role of manager, instructor, and instructional designer. I played a major part in developing our global curriculum, as well as processes regarding team collaboration, conflict resolution, and design evaluations.

2012 - 2013 / UX Consultant / LA, SF, NY

As I transitioned out of government research, worked as a UX consultant. During this time, I conducted user research, IA, prototyping, visual design, and usability testing for organizations such as GreenDot, Persado, WalMart, UCSF, The California Department of Public Health, and Emory University.

The Veteran's Administration

2011 - 2012 / Research Scientist / Iowa City, Iowa

I aided the VA in creating native and web-based applications to help Veterans with PTSD, improved the VA's electronic medical records, and set up telemental health clinics so Veterans living in underserved areas could have access to mental healthcare.

For my complete work history, which dates back to 2003, please visit [linkedin.com/in/ashleykarrux](https://www.linkedin.com/in/ashleykarrux).

Tools

Sketch, InVision, Photoshop, Illustrator, Axure, Balsamiq, Omnigraffle, HTML, CSS, JavaScript, Bootstrap, Camtasia, Silverback, Morae, Optimal Workshop, usertesting.com, TryMyUI