

Ashley Panter

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- Nov. 2021 **Professional Program in UX Design** | GPA 4.0 | U.C. Berkeley Extension
Earned certification in user experience design by completing seven courses equaling 222 hours of instruction. Areas of study included: visual design principles, diagraming and prototyping, user research, information architecture, content strategy, user interface design and web design with HTML 5 and CSS3.
- Nov. 2015 – Present **Senior UX Designer** | Salt River Project | Arizona
Optimize website properties to improve usability and overall experience, ensure compliance with WCAG 2.0 accessibility standards, follow SEO best practices and support marketing campaigns and communication initiatives. Synthesize documentation to guide development team including technical specifications, annotated wireframes, inventories and service blueprints.
- Re-architected a dual-language website using content auditing, user research and web analytics.
 - Developed a new information architecture for the employee intranet using analytics and user research.
 - Improved user experience for program application process using service blueprints, creating user stories and web analytics. Saw a 20-30% increase in successful program application submittals.
- June 2010 – Nov. 2015 **Digital Content Manager** | Desert Botanical Garden | Arizona
Responsible for managing e-commerce website, social media properties and e-mail marketing. Website management included: content, working on functionality upgrades in consultation with developers and search engine optimization.
- Oversaw the launch of three e-commerce sites and developed new information architecture.
 - Created reports utilizing web and social media analytics to guide strategy and secure grant funding.
- Sept. 2009 – June 2010 **Online Media Manager** | Barclay Communications | Arizona
Researched, developed and executed integrated public relations campaigns for multiple clients with a focus on digital platforms.
- Project managed redesign of company website.
- May – 2009 Aug. 2009 **Online Media Coordinator** | Barclay Communications | Arizona
Created tutorials to educate staff about social/online media and how to incorporate it into campaigns. Developed evaluation forms to help guide the development of social media for clients.
- Jan. 2008 – May 2009 **Master of Mass Communication** | Arizona State University | Arizona
While completing graduate degree worked as a graduate teaching and research assistant and as an intern for the City of Chandler.
- Received an Honorable Mention for Collegiate STD Awareness Month Campaign Contest sponsored by the Centers for Disease Control and Preventions.
- Oct. 2005 – Jan. 2008 **Program Development Specialist** | Southwest Human Development | Arizona
Ensured data needed for federal reporting was collected and entered correctly. Duties included working with staff to understand pain points in process and working to improve their experience.
- Aug. 2004 – Oct. 2005 **Legal Assistant** | Sallquist, Drummond & O'Connor | Arizona
Served as receptionist and corresponded with clients, attorney's and escrow officers to create closing documents packets for clients.
- 2004 **BS Environmental Science** | Northern Arizona University, Flagstaff, Arizona

