

Christine Walsh

Principal Digital & UX/UI Designer

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Work Experience

Owner, Principal Digital & UX/UI Designer

Jan 2024 - Present

Christine Ashley Designs, Inc

Chicago, IL

- Transform websites into branded, user-centric experiences for small and large businesses
- Complete full website redesigns, including any necessary digital rebranding, customized to a client's specific and unique needs
- Perform UX audits of client websites to determine how to improve user experience and identify ways to ensure high-converting results
- Recent notable projects: Website Redesign for Toys“R”Us, Digital Rebrand for Bliss

Director of Design, Digital

Jan 2022 - Jan 2024

AS Beauty Group

New York City, NY

- Led a Digital Creative Team of 9+ designers on all creative initiatives in the digital ecosystem for Cover FX, Bliss, Laura Geller Beauty, Julep Beauty, and Mally Beauty
- Managed and owned the execution of all Digital and UX/UI-focused designs, mockups and wireframes including but not limited to Amazon Storefronts, brand websites, apps, landing pages, campaigns, email creative, and digital innovations
- Interpreted data and made appropriate recommendations and designs based on findings
- Established and managed digital brand guidelines and creative output for in-house design team and outside agencies
- Created and organized high-volume creative calendar and workflow for entire company to ensure efficient delivery of creative projects
- Partnered with photographers and art directors for product and model photo shoots to deliver branded imagery to all digital platforms

Senior Digital Designer

Jan 2020 - Dec 2021

AS Beauty Group

New York City, NY

- Led and executed two new branded site redesigns for Laura Geller and Julep Beauty
- Designed multiple e-commerce assets including homepage banners, landing pages, and Product Listing Page/Product Detail Page imagery
- Drove the design evolution of our branded emails for a better customer experience
- Worked closely with our Creative Director and photographer to bring brand elements to life through imagery
- Retouched and optimized imagery for digital platforms including web, social, and video

UX/UI Designer

Dec 2018 - Jan 2020

Dreambrands, Inc

Phoenix, AZ

- Built all brand guidelines, design system and messaging for the Mdrive brand
- Designed and constantly optimized the user experience for Mdrive's Shopify website
- Defined and designed the Dreambrands website to showcase their portfolio of brands
- Utilized various apps (ex. Crazy Egg) to understand user behavior
- Crafted over 40+ automated emails and flows to continue brand messaging, encourage loyalty, and increase conversions
- Created the graphic art and package design for two new product launches

Skills

Design & UX

Full Website Design
Website Redesigns
Email Design
Landing Page Design
Wireframing
Mockups
Prototyping
Mood Boards
Photo Retouching
Style Guides
User Flows
UX Interviews & Testing

Marketing

Email Marketing
Content Creation
Branding
Copywriting

Toolbox

Figma
Sketch
Photoshop
Illustrator
Shopify
Crazy Egg/Hot Jar

Education

Certified UX Professional

Baymard Institute, 2024

Certified UX/UI Designer

CareerFoundry, 2019

B.A. Environmental Studies

Stonehill College, 2012