

Ainsley Johnson

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Work Experience

UX Design Intern (February 2023 – July 2023)

B302, Arnhem, Netherlands

- Worked as a UX intern at a student-run design and advertising agency to create digital content and layouts for a variety of business clients.
- Devised site maps, user flows, wireframes, and mockups for designs based on established UX methodologies, stakeholder requests, and end-user feedback.
- Collaborated with designers, developers, artists, and project managers to develop UX concepts to meet clients' needs, including creating pitch presentations, refining concepts based on client feedback, and delivering prototypes for end-user testing.
- Built storyboards with project team to conceptualize designs to accurately convey project plans to stakeholders.
- Performed extensive UX and business research to thoroughly understand client needs and deliver well-informed concepts to clients. Examined client's existing digital presence and applied UX concepts including journey mapping and persona development to prototype new designs.
- Utilized design and development tools including Figma, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, JavaScript, Keynote, PowerPoint, and others.

Talent Acquisition Design Intern (January 2022 – July 2022)

Stericycle, Inc, Bannockburn, IL

- Created promotional materials for the talent acquisition department of Stericycle, a business-to-business services company and leading provider of compliance-based solutions in 16 countries with over 15,000 employees and \$2.7BN in annual revenue.
- Designed print materials, brochures, banners, signs, and LinkedIn posts for recruiters to use in promoting job openings and encouraging candidates to apply. Materials were used online, at job fairs, hiring events, and company promotional events, and posted at customer-facing business establishments throughout the U.S.
- Utilized company brand guidelines to create a cohesive look and feel with elements such as logos, typography, color palettes, and photography. Brought designs to life using Adobe InDesign, Illustrator, and Photoshop.

Education

B.A., User Experience Design, Bradley University, Peoria, Illinois. December 2023

- Completed coursework and deliverables in key UX areas including design fundamentals, prototyping, business research, psychology, effective presentation skills, web design, and coding.
- Honors Program Track – completed advanced coursework and capstone project.

Scripting for Designers, HAN University, Arnhem, Netherlands. Spring 2023

- Study abroad program focused on JavaScript programming and UX internship work experience

Software Skills and Coding Languages

Adobe Suite; Microsoft Word, Powerpoint, Excel, and Teams; Canva; Miro; Figma; Slack; CSS; HTML; JavaScript; Arduino; Python