

# ASHLEY BULLARD

CREATIVE DIRECTOR

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## PROFILE

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Experienced Creative Director and UX Designer with a track record of combining business savvy with user-centered design concepts to achieve an impressive 95% customer retention rate. I'm a leader with over a decade of expertise leading cross-functional teams to produce ideas that are impactful, simple, and well aligned with business goals. Adept at navigating fast-paced, team-driven, and agile environments, I consistently exceed client expectations by prioritizing strong relationships and effective communication. My commitment to excellence, analytical problem-solving skills, and passion for creating compelling user experiences make me an asset in driving the success of dynamic teams.

## EDUCATION

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### Google UX Design Certificate

Coursera, *Completion Date: April 2024*

### Bachelor of Science in Business Administration, Minor in Marketing

University Of Maryland Global Campus, *Adelphi, Maryland, Graduation Date: August 2015*

## EXPERIENCE

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### Creative Director, *Phastivity, November 2020 to Present*

Drive the creative direction and design process as the Creative Director at Phastivity, with a focus on UX and product design. Lead cross-functional teams in crafting compelling and cohesive user experiences that strategically align with business objectives. Oversee the entire design lifecycle, from user research and wireframing to prototyping and continuous design iteration.

Establish transparent and effective communication channels with stakeholders to understand and address their requirements. Stay abreast of the latest industry trends and technologies, integrating innovative approaches into the design strategy. Play a pivotal role in contributing to team growth and success by providing mentorship, fostering a collaborative environment, and sharing knowledge to enhance the overall capabilities of the design team.

### Consultant, *Freelance, May 2015 to Present*

Dynamic and results-driven professional with a proven track record of conceptualizing, designing, and directing advertising campaigns, websites, and identity systems for global brands. Offering a comprehensive range of creative services, including strategic planning, research, art direction, illustration, graphic design, content copy, pre-press, and production.

#### Creative Director

- Manage project budgets, maintaining an exceptional 98% budget adherence throughout project lifecycles.
- Specialized in UI/UX design and project management, ensuring the successful execution of creative initiatives.

- Leveraged Jira to streamline communication and collaboration with project stakeholders, fostering alignment with project goals.

#### **UI/UX Designer and Developer**

- Design wireframes and prototypes for websites, contributing to the seamless development and optimization of digital interfaces.
- Develop website pages using HTML5, CSS, and JavaScript, enhancing user experiences and aligning with modern design standards.
- Design compelling marketing materials using Adobe Creative Suite to effectively communicate brand messaging.

#### **Instructional Designer**

- Craft engaging eLearning modules and assessments using Adobe Captivate, catering to diverse learner profiles.
- Design comprehensive training presentations and curriculums using PowerPoint and the Adobe Create Suite, to enhance the effectiveness of educational programs.
- Configured and managed various company's Zoom accounts, facilitating efficient virtual collaboration and training sessions.

### **HARD SKILLS**

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- Information Architecture
- User Research & Analysis
- Design Thinking
- Interaction Design
- Wireframing and Prototyping
- Usability Testing

### **SOFT SKILLS**

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- Leadership
- Communication & Presentation
- Collaboration
- Empathy & User Advocacy
- Problem-Solving
- Creativity & Innovation

### **TECHNICAL SKILLS**

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- Figma | Sketch | Adobe XD
- Adobe Creative Suite
- FlowMapp | Mockflow | Miro
- Microsoft Office | iWork
- PHP | CSS | HTML | JavaScript
- Jira | Slack | InVision | Zeplin