

Ashley Doherty

Creative problem-solver passionate about designing thoughtful, user-focused digital experiences. I love blending design, development, and strategy to turn ideas into meaningful solutions. Constantly curious and driven by growth, I'm always ready for the next challenge—both in work and life.

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Experience

Triage Staffing - Omaha, NE

GRAPHIC/FRONT-END DESIGNER

Jan 2020 - Current

- Design and deliver user-centered digital experiences—websites, web apps, landing pages, and email templates
- Collaborate cross-functionally with strategists, developers, copywriters, SEO specialists, and account teams to create cohesive and effective digital solutions
- Develop and maintain design systems, ensuring brand cohesion and consistency across all platforms
- Create wireframes, mockups, and interactive prototypes to bring ideas to life
- Use user feedback and research to improve web and product experiences
- Design marketing assets and promotional materials for digital campaigns, events, and print, supporting business goals and enhancing brand presence
- Optimize and enhance web and product experiences with a focus on usability, accessibility, and performance
- Manage and organize a comprehensive library of digital assets for internal and external use

KreativElement - Omaha, NE

MANAGER, WEB & DESIGN

Jan 2016 - Jan 2020

- Conduct user research to gather insights and inform design decisions
- Work closely with account managers to strategize campaigns and execution
- Responsible for conceptualization and completion of digital and print graphics
- Oversee all web and design projects

KreativElement - Omaha, NE

WEB DESIGNER

Nov 2015 - Jan 2016

- Design and develop responsive websites for e-commerce, non-profit and service industries
- Testing and maintenance of client websites
- Create wireframes, mockups and interactive prototypes
- Optimize websites for speed, performance, and search engine optimization
- Provide WordPress training to clients and co-workers

Education

Professional Diploma in UX

UX Design Institute - Dublin, Ireland
December 2023

AS in Front End Web Development

MCC - Omaha, NE
November 2017

Graduated with honors

AAS in Web Design

MCC - Omaha, NE
August 2016

Graduated with honors

Skills

UI/UX Design
Interaction Design
Design Research
Wireframing & Prototyping
User Flows
Information Architecture
Visual Communication
Responsive Web Design
HTML & CSS
Print & Digital Design
Branding

Applications

Adobe XD
Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Figma
Miro
Google Analytics & Tag Manager
HubSpot
Microsoft Office