Ashley Riehlin
DESIGN

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CURRENT-2014

OkCupid, Product Designer

Establishes objectives and analyzes data to guide design at the outset of launching a new feature. Identifies weaknesses post-launch and iterates based on results.

Utilizes best practices and industry standards in developing wireframes that explore multiple UX solutions and account for all use cases and platform limitations.

Understands what aspects of visual design affect user behavior and applies that knowledge to execute elegant solutions that improve usability.

Ensures a consistent experience across platforms and features leveraging OkCupid brand standards.

Identifies opportunities for product improvement with an understanding of key business objectives.

Writes clear copy knowing when to embrace our unique, irreverant brand voice & when to keep it simple.

2014-2010

BEAM Interactive, Art Director

Served as creative lead on the adaptive redesign of Pabst.com, including desktop, mobile and tablet breakpoints, a custom CMS and content moderation tool, and style guides.

Delivered UX direction, annotated wireframes, and design direction in an adaptive .com redesign for one of the largest cable providers in the tri-state area.

Conducted user testing sessions to validate interaction design and optimize user experience.

2010-2009

Modernista!, Interactive Designer

Designed a One Show award-winning mobile game to launch the Dexter ARG at Comic Con.

Established social campaign that grew Food Should Taste Good's facebook fan base 15-fold in 48 hours.

Created a stop-motion experience for Cadillac using only existing assets & photoshoot outtakes.

EDUCATION

The Creative Circus, Graphic Design

Yale University, BA in American Studies

SKILLS

Strategic Design Thinking, UX Design & Wireframing, Concept Development, Creative Direction, Copywriting, Social Media Marketing, Photoshop, Illustrator, InDesign, Sketch, HTML/CSS