



ASHLEY AUSERER

Designer & Developer

ABOUT ME

I am a designer and developer focused on crafting intuitive, visually compelling experiences across digital and print. I create work that not only looks good but functions seamlessly, balancing strong aesthetics with usability, clarity, and real-world application.

EXPERIENCE

CONTACT



ashleyauserer.com



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SKILLS

Design

- UI/UX Design
- Web Design
- Graphic Design
- Print Design
- Layout & Composition
- Branding & Visual Identity

Tools

- Figma
- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- GoHighLevel (GHL)

Web & Technical

- Responsive Design
- HTML/CSS
- Website Optimization
- SEO Fundamentals
- Web Development in: Elementor, Wordpress, Shopify, and Squarespace

Systems & Strategy

- Workflow Optimization
- CRM Implementation
- Automation Setup
- User Experience Strategy

2024 - CURRENT ○ Desert Creative Group

Implementation Specialist

- Configured and customized CRM and automation platforms (including GHL) to align with client workflows and business needs
- Designed and maintained responsive websites with a focus on clean layout, usability, and cohesive brand identity
- Created engaging social media graphics and digital assets aligned with client branding and marketing goals
- Designed and structured forms and automations with a focus on usability and ease of use for clients

2018 - 2023 ○ Rinard Media

Website Designer / Developer

- Designed user-focused website solutions that improved visual appeal, usability, and overall client outcomes
- Developed and implemented website solutions, translating design concepts into functional, user-friendly experiences
- Provided ongoing support through ticketing systems, performing updates, troubleshooting issues, and maintaining website functionality
- Balanced multiple projects simultaneously in a fast-paced environment, meeting deadlines and client expectations

Professional references are available upon request.