Pierce Ashworth
Product Designer

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PROFILE

Multidisciplinary product designer passionate about creating effective, human-centered solutions.

I live and breathe design as a holistic process—from researching user needs and behavior, to prototyping and testing a product through its life cycle, to obsessing over the visuals and UI/UX interactions of elegant, intuitive interfaces.

SKILLS

I specialize in UI/UX design, love connecting with users through research and testing, can skillfully prototype at all levels of fidelity, and have some experience in front-end coding. I'm a passionate visual designer and artist, a clear communicator, and driven, flexible, receptive team-member.

Software Skills

- Sketch
- Illustrator
- HTML + CSS
- Figma
- Photoshop
- InVision
- After Effects
- Lightroom

* I've worked with many different tools and frameworks as a designer, so for the sake of brevity I've only included my favorites. If other tools work better in your established workflow, I would be more than happy to learn them.

EDUCATION

Stanford University   2015—2020
Product Design (BS)
Activities — Design for America, Launchpad, NCAA Men's Soccer

RELEVANT EXPERIENCE

Co-founder + Lead Product Designer   Mar 2020—Jan 2021
MoonDust
Built the first ever psychology-based insomnia treatment app for the consumer market from the ground up. Received investment and was accepted into Stanford's top startup accelerator.

UI/UX Designer + Brand Strategist   Jan 2020—Nov 2020
Health Data Movers
Collaborated on multiple interfaces for hospital data management, helped modernize and transform digital presence of an Inc. 500 healthcare company, and worked with partners to bolster client acquisition through creative pitching and outreach.

Experience Designer   Oct 2018—Jun 2019
LightUp
Worked with teachers, parents, and students on crafting an engaging STEM learning experience through augmented reality. Managed making novel AR interactions intuitive, socializing remote learning, and digitizing antiquated classroom tools.

Lead Product Designer   Aug 2018—Nov 2018
BitMovio
Managed product design and development for a cryptocurrency-integrated video streaming platform. The MVP I designed gained substantial traction with users and led to BitMovio being acquired by 1091 Pictures in 2019.

UX Design Lead   Jun 2018—Aug 2018
ATOLYE Labs
Led UX and system design for an Istanbul-based social innovation platform's digital revamp. Managed interface and content design and contributed to projects focused on gender equality, Turkey's refugee crisis, and childhood education.

Product Design Consultant   Mar 2018—Jun 2018
US Navy
I was the lead designer on a consultant team tasked to investigate the US Navy's physiological episode problem affecting its F/A-18 fighter jets. Conceptualized and designed a data-driven digital maintenance solution that was approved by Admiral Sara Joyner.