

WILLIAM "ASHTON" GIDEON

ASHGIDEON.COM

ABOUT

Hello! I'm Ashton, a storyteller with a designer's toolkit. I champion designs that not only work beautifully but also feel like a conversation between the user and technology.

EDUCATION

Google UX Design Certified

Career Certificate From Google

Florida State College of Jacksonville

Associate in Arts

SKILLS

UX / UI Design

- Design Strategy
- Lean UX
- Interaction Design
- UX Leadership
- Product Management
- End-to-End Product Design
- Design Thinking
- Visual Communication
- User Flow & Journey Mapping
- Prototyping & Wireframing
- User Research
- UI Design
- Usability Testing
- Ideation & Storyboarding
- Responsive Design

Programming

HTML5 • CSS3 • Bootstrap

Tools

Photoshop • InDesign • Illustrator
• XD • Figma • Kanban • Brackets

EXPERIENCE

Product Designer | Bryte Payment Solutions

11/2020 - Present

At Bryte, I'm leading the design and development of specialized digital applications, from AI-driven CRM integrations to Fintech tools that address complex financial and regulatory requirements. My focus is on creating solutions that not only meet industry-specific challenges but also set new standards for user engagement.

- Significantly enhanced merchant compliance with card brand regulations by designing a digital inventory categorization and dual pricing display application for iOS and Android
- Increased sales team efficiency and data accuracy through the development of an AI Natural Language Processing (NLP) system that automatically extracts and updates key information from audio recordings uploaded into a custom-built CRM
- Optimized operational efficiency and established a consistent flow of leads through the creation of a versatile HR suite that provides real-time workforce analytics and employee management
- Increased user engagement and adoption of a food ordering platform by executing a comprehensive redesign, including a mobile-responsive interface and new payment processor integration
- Improved data accessibility and operational workflow for agent onboarding, eliminating manual filing systems through the design and launch of a digital onboarding and agent management platform

UX Developer | Web.com

10/2015 - 10/2020

- Rebuilt static-coded legacy websites into ADA compliant and mobile friendly designs for a modern web experience
- Optimized user flows and increased conversion rates across client portfolios by collaborating with account managers and analytics teams to design and implement targeted A/B tests
- Implemented solution-oriented feature updates for new websites by integrating voice of customer (VoC) insights
- Designed, iterated, and developed UI elements like menus and widgets using HTML, CSS, and JavaScript
- Improved design consistency by creating and contributing to a proprietary code repository across multiple product lines

(904) 405-5894

cocomposer@gmail.com