

Ashley Rosenberger

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PROFESSIONAL SUMMARY

Experienced Hybrid UX/UI & Web Designer skilled in creating responsive sites and brand systems that boost engagement. In my current position (with 5+ years of experience), I work with a multidisciplinary team to sell items seized by police departments via a popular online auction site. Fluent in Figma, Adobe CC, HTML/CSS.

SKILLS

- **Design & Branding:** Figma, Adobe Creative Suite(Photoshop, Illustrator, InDesign), UI Design, Graphic Design, Typography, Color
- **UX & Research:** UX Design, Wireframing & Prototyping
- **Web & Analytics:** HTML/CSS, GA4, SEO, A/B Testing, Responsive Design, Accessibility Design, AI-Augmented Workflows

EXPERIENCE

Web Designer

2019–Present

PropertyRoom.com – Based In Frederick, MD

- Led the design department for a fast-paced online auction site that specializes in selling items on behalf of police agencies across the country.
- Translate insights into user flows, wireframes, prototypes, and final UI designs.
- Contribute to the evolution of design systems and maintain visual consistency.
- Create daily lifecycle emails & cross-channel promos, including hero banners, socials, pop-ups, and landing pages for a variety of audiences and products.
- Collaborate with product, SEO, and development teams to ensure user flow supports both marketing and conversion KPIs.
- Create turnkey brand kits, including logos, style guides, hero banners, etc., for new merchants joining the auction site.
- Iterate quickly based on feedback and internal reviews.
- Use data and insight to inform design decisions - refining layout, UX, and visual hierarchy to drive engagement and conversion.

Recent Project Highlights

- Redesigned eGunner.com end-to-end: wireframes → Figma UI kit → HTML/CSS prototypes—designed to lift mobile session duration and slash bounce rates.
- Recent A/B testing increased email CTR by 5% and CTA taps by 3%.
- Completed UX research (heat-maps, moderated tests) to prioritize roadmap. Resulting insights drove navigation refresh, increasing bid conversion by 9%.

EDUCATION

BA, Graphic Design, York College of Pennsylvania
Google UX Design Certificate