

ASHLEY WHITE

UX Designer & Researcher

ashleyswhitedesign.com (password: ocean)

ashsduggan@gmail.com

413.563.7608

Experience

IDEXX / Senior Software Interaction Designer

JUN 2016 – PRESENT

- **Senior Software Interaction Designer (Jan 2022 - Present)**
(Oct 2023 - Present) Lead UX Designer and Researcher for the IT CX Billing and Self-Service team, supporting enterprise software, strategic initiatives, and long-term North Star vision work. Contributor to the IDEXX design system through component design, documentation, and development support.

(Jan 2022 - Sep 2023) UX Designer for IDEXX Telemedicine, shaping SaaS and e-commerce experiences across web and mobile for veterinary diagnostics. Partnering closely with product and engineering to modernize customer and internal-facing tools.

- **Software Interaction Designer II (Dec 2019 - Dec 2021)**
- **Software Interaction Designer I (Jun 2018 - Nov 2019)**
- **Software Interaction Design Intern (Jun 2016 - May 2018)**

ASAP Media Services UMaine / UX Designer

JAN 2016 – MAY 2016

ASAP Media Services is a student-run New Media R&D group at the University of Maine, funded by client projects on and off campus. I led the full development lifecycle—writing proposals, designing, implementing, conducting user testing, and deploying final solutions.

UMaine Spacial Informatics / Research Student

MAY 2015 – SEP 2015

Participated in a 2015 research project led by Prof. Silvia Nittel at the University of Maine, focusing on database management with MAMP/MySQL and Arduino hardware. Our team developed soil moisture sensors for a local farm to optimize water conservation.

Education

University of Maine, Orono

Bachelors New Media

2014 – 2018

Minor in Computer Science

Member of the AMC-W Club

Massasoit Community College

Associates Graphic Design

2011 – 2013

Artists Union Club: President

Maine Development Foundation

Institute for Civic Leadership

2021-2022

8 Month Leadership Intensive Program

Skills & Software

Skills:

UX Design · UX Research · Agile Methodology · Design Systems · Product Strategy · Digital Adoption · Prototyping · Front-End Programming · Health Tech · B2B · SaaS · E-Commerce · Video Editing · Photography · Physical Computing · Wearable Tech

Software:

Figma · Adobe Illustrator · Adobe Photoshop · Sketch · Axure 10 · Useberry · WhatFix · WalkMe · Confluence · Jira · Trello · Aha! · Github · Miro · FullStory

