

# Ava Manning

## UX/UI Designer

Poulsbo, WA | (425) 961-3201 | [ava.j.manning21@gmail.com](mailto:ava.j.manning21@gmail.com) | [LinkedIn](#) | [Portfolio Link](#)

**I am an passionate UX/UI Designer that specializes in optimizing information architecture and UX writing to create seamless user experiences. My background in journalism has honed my research and communication skills, and my love for storytelling radiates at the heart of all my designs.**

## Professional Experience

**UX Designer | Freelance | Hybrid**

**March 2025 - current**

- Work with various local business owners to improve website presence & engagement
- Communicate with owners and determine business needs
- Communicate with clients and determine frustrations and desires
- Craft research-driven, beautiful and seamless designs

**Journalist Internship | Kitsap Sun | Bremerton, WA**

**March 2024 - August 2024**

- Wrote 1-4 articles per week
- Researched and pitched story ideas

**UX/UI Designer (freelance) | Linvest 21 | Remote**

**March 2024 - May 2024**

- Redesigned landing page of current website
- Built out solutions page based on industry standards and creative design decisions
- Collaborated with founder and developers

**UX/UI Designer (freelance) | FitX Redesign | Remote**

**October 2023 - December 2023**

- Conducted a heuristic analysis on current app
- Created redesign of landing page and onboarding in Figma
- Collaborated with founder and developers

**Product Manager (freelance) | Radiant Calm Redesign | Remote**

**November 2023 - December 2023**

- Created team's project plan/schedule
- Led daily stand-ups
- Conducted user research

**UX Designer/UX Writer (freelance) | ByteSize Learning | Remote**

**September 2023**

- Created MVP from scratch
- Final usability testing showed a 24 second and 55 second improvement
- Conducted user interviews and outside research looking at ByteSize competition
- Collaborated with project managers, design team, developers and founder

**Project Manager/UX Researcher (school project) | Ulta Beauty | Remote**

**July 2023 - September 2023**

- Increased SUS score from 77.5 to 92.5, placing our redesign in the excellent category
- Organized and created the team's project plan through Asana
- Led daily stand-ups and took notes
- Conducted research via user interviews, interview synthesis, heuristic analysis, feature analysis, competitive and comparative analysis and affinity mapping.
- Created a persona, ideated on problem statements and how might we statement

**Job Coach | SAILS Washington | King County, WA**

**January 2023 - July 2023**

- Supported adults with disabilities by helping skill build, resume build, job outreach, interview prep, and more to help integrate disabled people into the general workforce

**Freelance Writer | Red Ventures | Remote**

**January 2021 - April 2021**

- Wrote an article for their Higher Education branch

**Journalist & Photographer | Argonaut Newspaper | Moscow, ID**

**January 2021 - June 2021**

- Researched, pitched, and wrote articles for the newspaper
- Took photographs for the articles that I wrote

**Writing Intern | IWRRRI Newsletter | Moscow, ID**

**Fall 2020 Internship**

- I wrote for UI's scientific journal, the IWRRRI Newsletter

**Skills**

**UX/UI Design:** Generative AI, Rapid Prototyping, User Flows, Accessibility, Persona Creation, Sketching, A/B Testing, Agile Team, Communication

**UX Research:** Competitive Analysis, Affinity Diagrams, Usability Testing, Qualitative and Quantitative Research, Artificial Intelligence (AI), Background Research

**Tools:** Figma, Adobe Photoshop, Optimal Workshop, Asana, Microsoft Excel, Slack, Presto Suite

**Education**

**User Experience Design Immersive Certificate**

June 2023 - October 2023

General Assembly | Remote

**Associate's Degree**

September 2016 - December 2019

Bellevue College | Bellevue, WA