

Ash Flinn

CONTENT + DESIGN + CODE

UX Engineer and Content Strategist with 6 years of experience in higher education, specializing in design systems, information architecture, inclusive and sustainable design, and project management.

 hello@aflinn.com

 [linkedin.com/in/ash-flinn](https://www.linkedin.com/in/ash-flinn)

 Bellingham, WA

I'm open to remote roles and opportunities in the US and worldwide.

EXPERIENCE

Web and Email Developer

NOV 2017 – PRESENT

Western Washington University, Admissions — Bellingham, WA

Western Washington University (WWU) is a mid-size, public university. The Office of Admissions supports university recruitment and enrollment goals with an in-house communications team that creates content and products for prospective undergraduate students.

- **Improved Admissions website accessibility score from 65 to 97/100** by evaluating the accessibility and quality assurance weekly using SiteImprove, identifying problems, and devising and implementing solutions.
- **Increased the traffic to the Majors site (the 2nd most popular site at WWU, 245k page views and 158k visits per year) by 28%** by redesigning the homepage and improving the user search experience. Time on page increased by 186.73% from 1:53 minutes to 5:24 minutes. Within 2 weeks of launch, 15 majors that never received traffic from Google began to and 68/72 majors saw >100% increase in active visitors to their pages.
- **Project management change management:** Evaluated multiple project management apps to find the best fit for our team; set up information architecture for all project types with automations, custom fields, and tags; and migrated all projects from Wrike to ClickUp. Wrote documentation and held training workshops for multiple teams at WWU. On average, our team now spends 30% less time on PM app upkeep.
- **Launched a mobile-first undergraduate application with a personalized web portal for applicants** which supported recruitment and enrollment goals through the pandemic and allowed admitted students to track their submitted materials and deadlines. WWU only saw a minimal decline in enrollment from fall 2019 to fall 2020 (-6% vs -17% statewide). WWU also rebounded better compared to national averages, and is currently on pace with pre-pandemic record-high (2019).
- **Cut superfluous pages and content (reduced total pages from 240 to 180) after conducting a content audit of the Admissions website.** Less pages simplified content governance, decreased time spent on quality assurance by 9%, and made the migration from Drupal 7 to 8 faster and easier to manage for our team.

SKILLS & TOOLS

UX/UI Design and Prototyping

- Figma

IT Project Management

- ClickUp
- Wrike

HTML Email Development

- Litmus

Content Management Systems

- Drupal
- Wordpress

Content Strategy

- Content Audits
- Information Architecture

Leading Project Workshops

- Miro
- FigJam

Front-end Development

- Atom
- Terminal, Git, Bitbucket
- Lando
- Pattern Lab

Soft Skills

- Optimizing for collaboration
- Explaining technical things to non-technical audiences
- Tireless advocate for accessibility, internal team needs, and user needs
- Balancing multiple stakeholders' needs and goals
- Challenging the status-quo

Communications Consultant

NOV 2016 – OCT 2017

Western Washington University, Admissions — Bellingham, WA

- **Increased email production capacity by 60% (280 to 450 custom emails per year)** by adopting new tools (Litmus), coding new templates, and simplifying the review process.
- **Successfully argued for adding Litmus to our email production stack:** analyzed pain points, bottlenecks, and quantitative data; and presented a report on the findings to the Director of Admissions.
- **Tripled the average Click-Through-Rate of top-of-funnel campaign emails** through a mobile-first redesign.
- **Decreased the average build time of HTML emails by 67%, from 30 minutes to 10 minutes**, by using Litmus to code an email design system, build reusable code blocks, and standardize the email templates.
- **Created a roadmap for improving future academic email campaigns** by writing a report analyzing the relationship between video and image density (words per media object) and click-to-open rates.

Instructional Design Graduate Research Assistant

SEPT 2015 – MAY 2016

Kansas State University, Hale Library — Manhattan, KS

Kansas State University is a large-size, public land-grant research university. A team of librarians in Hale Library founded the New Literacies Alliance (NLA) project, an award-winning online platform that addresses information literacies required for academic success and lifelong learning.

- **Improved the accessibility and quality assurance of the library's 100+ online research guides** used by all students and faculty by auditing content against university standards and working directly with subject matter experts on content compliance.
- **Supported the New Literacies Alliance's (NLA) free, online lessons in information literacy by creating multimedia assets** such as illustrations, icons, videos, and motion graphics with Adobe Photoshop, Illustrator, Premiere Pro, and Captivate.
- **Designed, wrote, and coded portions of five lessons**, including a responsive JavaScript timeline on the history of PTSD and an interactive choose-your-own-adventure module exploring access barriers to medical information.
- **Helped the team evaluate migrating the lessons to a responsive open-source learning platform** by researching options, selecting the one that fit our needs the best, setting up a local instance of the open-source Adapt Learning Authoring Tool using a Linux Virtual Machine in Virtual Box, building a test lesson with every type of module, and coding a NLA-branded theme for the platform.
- **Conducted NLA user research** by administering pilot testing of lessons with undergraduate students and coding data collected during testing.

ACHIEVEMENTS

WWU Project Teams and Committees

Majors Project Team: Project Lead and Lead Designer/Developer

Design System Team (runner-up for 2019 WWU Presidential Award): UX/UI Design Consultant, typography expert, and front-end developer

Slate CRM Implementation Team (nominated for 2019 WWU Presidential Award): Lead Front-end Developer and UX/UI Designer

External Recruitment Marketing Team (nominated for 2019 WWU Presidential Award): UX/UI Design Consultant and typography expert

PSE of WWU (Staff Union): Secretary (2020–present), DEI committee member, Executive Board member, and Bargaining Team member

New Literacies Alliance Lessons

Association of College and Research Libraries (ACRL), Instruction Section Innovation Award, 2016

Kansas State University Scholarships

College of Education Alumni Scholarship and K-State Libraries Tuition Scholarship, 2016

EDUCATION

University of Kansas

Fine Arts — Printmaking, BFA

Kansas State University

Curriculum and Instruction (Educational Technology), MS candidate

Extensive coursework in education and instructional technology. Unfortunately, state-wide funding cuts terminated my Graduate Research Assistant position and I had to withdraw my final semester.