

Ashley Day

Ann Arbor ♦ (770)880-7409 ♦ ashhday@umich.edu ♦ [linkedin.com/ashleyhday](https://www.linkedin.com/in/ashleyhday) ♦ ashleyhday.com

UX Researcher with a background in English and rhetoric, bringing a humanistic lens to qualitative research and user understanding. Experienced in user interviews, thematic analysis, and mixed-methods research across civic tech and social impact contexts. Pursuing an MS in Information at the University of Michigan School of Information, with a genuine curiosity about why people behave the way they do.

EDUCATION

MS in Information - UX Research and Design | 2025-2027

University of Michigan | Ann Arbor, MI

BA in English - 2024

Georgia State University | Atlanta, GA

RESEARCH EXPERIENCE

UX Researcher

January 2026 to Current

City of Dearborn

- Conducted a mixed-methods usability evaluation of a municipal government website, combining user interviews, usability testing, heuristic evaluation, a survey, and competitive analysis
- Identified cross-cutting themes around navigation confusion, broken mobile experience, and residents bypassing the site in favor of social media
- Synthesized findings into actionable redesign recommendations presented to city stakeholders for use in an upcoming website restructure

AI Researcher

August 2025 to December 2025

Salesforce

- Conducted user interviews with students, educators, and faculty to explore how AI tools can support academic success, career readiness, and personalized learning in higher education
- Synthesized findings into actionable recommendations for ethical AI integration in education

ADDITIONAL EXPERIENCE

UX Researcher and Designer

September 2025 to December 2025

The Slash App

- Conducted 12 user interviews and usability testing sessions with young adults to identify pain points in budgeting app adoption
- Uncovered key insight that impulse purchasing via mobile apps undermined budgeting goals, leading to a product recommendation for cross-app spending blockers
- Translated research findings into journey maps and iterated on low- and high-fidelity Figma prototypes in collaboration with developers and product leads

PROJECTS

UX Researcher and Designer

January 2026 to Current

PageCount

- Designed a reading tracker app addressing the gap between existing social-first tools and readers who want low-effort, goal-oriented tracking
- Conducted stakeholder interviews and competitive analysis across four reading apps to identify unmet needs, synthesizing findings into personas and user flows
- Iterated from paper prototype through wireframes to a high-fidelity Figma prototype, validating design decisions through usability testing at each stage

SKILLS

Design: Information Architecture, Wireframing & Prototyping, Accessibility Testing, Heuristic Evaluation

Research: Competitive Analysis, Surveys, Usability Testing, User Research, User Interviews, Qualitative Analysis

Tools: Figma, HTML, CSS, Notion

Technical Skills: Python, SQL