

Ashley DiMatteo

WORK EXPERIENCE

David Yurman Enterprises, LLC
E-commerce Coordinator
April 2021-Present

- Builds information architecture diagrams, wireframes, and prototypes to assist in optimizing e-commerce site
- Researches, designs and presents post-purchase communications to luxury clients to enforce strong relationship between brand and customer
- Coordinated a successful site-wide re-platform project ensuring smooth migration with improved functionalities
- Revises current site experiences based on feedback and testing data
- Orchestrates monthly E-commerce product launches by coordinating cross-functionally amongst teams to ensure timely and high quality release

Home From College, LLC
Business & Design Consultant (Contract)
May 2020-January 2021

- Managed LinkedIn social media presence and created programs to foster engagement and discussion within the community
- Developed the H\FC Career Workbook for College Students available on LinkedIn
- Presented information architecture diagrams, wireframes, prototypes, and user personas to the software development team to guide UX engineering
- Cultivated and used both quantitative and qualitative data to problem solve

LoveShackFancy, LLC
E-commerce Intern
Fall 2019

- Filmed and curated BTS content for social campaigns and initiatives
- Strategically merchandised product according to data provided by data and analytics team
- Assisted in the service design of opening store locations in Los Angeles and Newport Beach

Morgan Lane, LLC
Store Design Intern
Spring 2019

- Facilitated the successful launch of the brand's first pop up store in NYC and supported marketing surrounding the event
- Assisted in pattern design and choosing color ways





SKILLS AND TOOLS

- Figma
- Bluecore
- Adobe xD
- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- HTML, CSS, and JAVASCRIPT

EDUCATION

Bachelor's Degree in New Media and Digital Design
Fordham University
2017-2021
Lambda Pi Eta Honors Society

CONTACT

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