

# ASHLEY ANOCHIRI

## FRONT-END WEB DEVELOPER & UI DESIGNER

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### ABOUT ME

Creative Front-End Developer and UI Designer bridging the gap between high-end visual design and technical execution. Experienced in full-cycle web development—from establishing brand identity systems, logos, and custom graphics to building high-performance landing pages, interactive product catalogs, and accessible e-commerce applications.

### EDUCATION

#### Interactive Media Design (Diploma)

Algonquin College of Applied Arts and Technology — Ottawa, ON

### TECHNICAL SKILLS

**Web Development Languages:** HTML5, CSS3, JavaScript (ES6+), PHP, JSON

**Responsive Design & Frameworks:** Bootstrap, Tailwind CSS, GSAP, Webflow

**Tools & Content Management Systems:** Shopify, WordPress, Drupal, Mailchimp, Git, GitHub, GitHub Copilot, VS Code, Google Analytics, Excel

**Graphic Design Software:** Photoshop, Illustrator, Adobe Creative Cloud (XD, After Effects), Figma, Canva

**Web Standards:** Web Accessibility (AODA/WCAG compliance), SEO Best Practices, CASL Compliance, Effective Interface-Design & Layout Principles

### TECHNICAL PROJECTS

#### Peony — Multi-Page E-Commerce Website

- **End-to-End Development:** Designed and built a multi-page e-commerce website using semantic HTML5, CSS3, and JavaScript with strict layout consistency across all viewports.
- **Accessibility & Performance:** Built clean, WCAG/AODA-compliant layouts focused on fast page loads, screen-reader accessibility, and seamless user interaction.
- **Brand Asset Curation:** Sourced high-resolution media and designed cohesive brand assets in Canva, pairing visually appealing layouts with functional front-end logic.

#### TintBar — E-Commerce Landing Page

- **Full-Cycle Product Execution:** Conceptualized full brand identity from visual inspiration, crafting custom logos, graphics, and high-conversion landing page layouts.
- **Responsive Layout Engineering:** Built a modern, mobile-responsive single-page experience using CSS Grid and Flexbox for pixel-perfect design across all devices.
- **Visual Hierarchy & Accessibility:** Optimized high-resolution image assets and structured content according to WCAG standards to ensure fast render times and high readability.

## TECHNICAL PROJECTS (CONTINUED)

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### Vespera Home – *Interactive Product Catalog*

- **Interactive UI & Filtering:** Built a dynamic furniture catalog allowing users to real-time search, filter, and sort products across multiple categories.
- **State Management:** Structured clean JavaScript logic to handle user filter selections and dynamically re-render the product grid without full page reloads.
- **Design Translation & Micro-Interactions:** Designed custom branding, product badges, and polished hover states to create a smooth, responsive product discovery experience.

## WORK EXPERIENCE

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### Graphic Designer (Volunteer)

March 2023 – Present

*Lighthouse Church Carleton*

- Collaborate within a creative media team to produce digital graphics for weekly events and social platforms, ensuring all visuals align with brand guidelines.
- Manage high-volume graphic production using Canva and Adobe creative tools under strict weekly deadlines.
- Translate event themes into engaging digital visual assets, maintaining a consistent brand aesthetic across channels.

### Room Attendant

2024 – Present

*Courtyard by Marriott*

- Managed high-volume, time-sensitive duties in a fast-paced environment while maintaining strict quality standards and organizational efficiency.