


ASHLEY MONTALVO FALTO

SERVICE DESIGN, UX RESEARCH & MARKETING

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SKILLS

SOFTWARES

- Figma/ FigJam / Miro
- Open AI ChatGPT
- Adobe (Photoshop, Indesign, Illustrator, XD)
- Slack / Discord / Teams
- Microsoft Office (ppt, word, excel, forms)
- WingX / Microsoft Power Bi
- Google Analytics
- Workfront / Asana
- SAP / Lawmart

METHODOLOGY

- Ethnographic research methods
- Market research & trend analysis
- User-centered research & design
- Brainstorming sessions
- Data synthesis
- Concept evaluation
- Rapid prototyping / user testing
- Co-creation
- Content research, development & writing
- Advertising strategy / campaign planning
- Social media and communication channels
- Search Engine Optimization (SEO)

PROFESSIONAL SKILLS

- Communication & collaboration
- Research & analysis
- Leadership
- Creative thinking
- Problem-solving
- Work culture fostering
- Administrative duties

LANGUAGES

- English
- Spanish

EDUCATION

SAVANNAH COLLEGE OF ART & DESIGN

Savannah, GA (2018- 2023)

Master of Fine Arts in Service Design

Graduated in 2023

SAVANNAH COLLEGE OF ART & DESIGN

Savannah, GA (2014- 2017)

Bachelors of Fine Arts in Interior Architecture Design

Graduated in 2017

EXPERIENCE

RESEARCHER SPECIALIST I

BEST LAWYERS / Remote

Sept 2023 - Present Day

Member of the Research and Development Department. Contributed to The Best Law Firms new product line for the USA, Australia, Germany, and Canada, concentrating on customer research and brand recognition. Also, assisted with research content trends and proposed ideas for the legal publications' final print editions as well as social media platforms.

MARKETING ADMINISTRATIVE ASSOCIATE I

GULFSTREAM AEROSPACE / Savannah, Ga

June 2023 - Sept 2023

Contract role within the Marketing Department, focusing on project research, brand stewardship, and team-cross support.

MARKETING ACQUISITION INTERN

GULFSTREAM AEROSPACE / Savannah, Ga

Feb 2022 - May 2023

Interned in the Marketing Department with a focus on Acquisition Marketing for new aircraft sales and brand acquisition opportunities.

- Contributed research on significant projects, including the development of Gulfstream's new sustainability website, airshow ad campaign placement and tracking, and market growth focus.

PROJECTS

PROJECT TEAM LEAD

SPROUTSIDE / Savannah, Ga

MARCH, 2021 - MAY, 2021

Led team, organized research, contributed to the decision-making workflow and developed a plan for COVID-safety co-working spaces for users as part of a collaborative SCAD project.

- Assisted with wireframing the UI system and ideation for 3D Render models.

PARTNERSHIP RESEARCHER

NASA / Savannah, Ga

MARCH, 2021 - MAY, 2021

Collaborated in SCAD project on researching and developing a visual language for collaboration across organizations between Nasa, Blue Origin, Dynamics, and SpaceX.

- Assisted with Partnership relationship understanding.
- Developed Visual graphics and Poster.

DESIGN RESEARCHER & UX DEVELOPER

GULFSTREAM X SCADPRO / Savannah, Ga

SEPT, 2019 - NOV, 2019

Collaborated in SCADpro project on researching and developing a visual information proposal for future pilot candidates.

- Contributed to Wireframing the UI system.
- Developed communication and user interactions for a continuous learning experience.

SERVICE STRATEGIST

MUSEUM OF DESIGN ATLANTA / Savannah, Ga

SEPT, 2019 - NOV, 2019

Worked on a collaborative project for (MODA) on a proposal to reshape their current business strategy into a systemic innovation strategy.

Developed a new service delivery program and designed a communication plan for implementation.