

ASHER HARDY

UI/UX DESIGNER | WEB DEVELOPER | COGNITIVE SCIENCE: DESIGN & INTERACTION

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UI/UX Designer and Web Developer with a background in Cognitive Science, specializing in Design and Interaction. Experienced in end-to-end website design, search engine optimization (SEO), user-centered prototyping, and technical production for large-scale live events, with a creative perspective informed by advanced musicianship and live performance.

PROJECTS

Prototyping an Allergen Filter for Google Maps

- Designed a high-fidelity prototype for a Google Maps filter helping users identify restaurants and menu items compatible with dietary restrictions.
- Conducted user interviews with individuals managing food restrictions to define user needs, pain points, and product goals.
- Translated research findings into interface concepts focused on search, filtering, and decision-making confidence.

Design Lab Foundations Course

- Completed an 8-week intensive course in structured website design, visual hierarchy, and Figma-based prototyping.
- Developed a complete website prototype through iterative peer and mentor feedback.

Claude Design Portfolio

- Utilized Claude AI to produce a high-quality HTML-based website to showcase portfolio projects
- Took an existing portfolio site and modernized its layout to completely redesign the interface and gained more job application reviews

WORK EXPERIENCE

Website Design Lead, Texas 3D Laser | Remote / Austin, TX | January 2026 – Present

- Lead design, structure, and ongoing maintenance of a business website focused on consultation bookings, service education, and customer conversion.
- Applying SEO principles, Wix business tools, and content organization strategies; improving discoverability and supporting the owner's business goals.

Chief Web Developer, Elsware LLC | Remote / San Diego, CA | March 2026 – Present

- Lead design and development of company and game websites: site structure, visual presentation, and user-facing content.
- Collaborating with founders and interns; supporting brand development, product communication, and launch preparation for the Cataclysm game project.

Tech & Production Assistant, Epstein Family Amphitheater & The Loft | San Diego, CA | September 2024 – June 2026

- Supported technical setup, operation, and strike for concerts and live events across UCSD performance venues.
- Operated audio, lighting, and stage equipment during live performances in fast-paced production environments.
- Coordinated with performers, crew members, and event staff; supporting smooth transitions, timing, and show execution.

Music Team Leader, InterVarsity at UCSD | San Diego, CA | March 2023 – June 2026

- Led weekly music planning, rehearsal structure, and team rotations for recurring large-group gatherings.
- Recruited, onboarded, and coordinated vocalists and instrumentalists, building a diverse and skilled performance team.
- Balanced creative direction with logistical planning to deliver consistent, engaging live music experiences.

EDUCATION

University of California, San Diego | Bachelor of Science in Cognitive Science, Specialization in Design and Interaction
September 2022 – June 2026

TECHNICAL SKILLS

Design & Prototyping: Figma, Figma Make, Claude, Claude Design, wireframing, interactive prototyping, user flows, visual design, Adobe Photoshop, InDesign, Canva

Web & SEO: Wix, website maintenance, SEO principles, content organization, business site optimization

Media & Production: Ableton, FL Studio, live sound mixing, lighting support, Adobe Premiere, Vegas Pro

Productivity: Google Workspace, project coordination, team communication