

# AINSLEY CARTER

## UX DESIGNER

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### Summary

I am a UX designer with over four years of professional experience applying multi-disciplinary design expertise to UX touchpoints to translate business, customer, and user needs into frictionless, premium, and desirable products.

### Tools

- Figma, Sketch, Invision
- FigJam, Mural, Miro
- Adobe Illustrator, Photoshop, Premiere Pro, After Effects, InDesign, Audition, Dimension
- Excel, Word, PowerPoint

### Skills

- User experience (UX), user interface (UI), interaction design (IXD), service design
- Systems thinking
- Visual design, graphic design
- UX research, surveys, interviews, usability testing
- Sketching, wireframing, prototyping
- Storytelling
- Design strategy
- Personas, journey mapping, jobs-to-be-done (JTBD)

### Awards

#### 2025 Red Dot

Awarded for the Volvo VNL in the Commercial Vehicles category

#### 2025 IDEA Silver Award

Awarded for the Volvo VNL in the Transportation Design category

### Work Experience

Greensboro, NC | July 2024 – June 2026

#### Volvo Group North America

##### Experienced UX Designer

Lead designer on My Truck North America, a connected vehicle mobile app (iOS/Android)

Led UX, UI, & design strategy for next-generation battery electric trucks

Established organization's first user persona framework, led primary and secondary research, & drove cross-team adoption

Led competitive research & benchmarking to inform product strategy

Worked with Engineering, Brand, Sales, and Product Planning teams to plan, conduct, and analyze field research with customers & users

One of three designers responsible for all physical & digital UX touchpoints on Volvo trucks

Greensboro, NC | June 2022 – June 2024

#### Volvo Group North America

##### Associate UX Designer

Worked on cross-functional end-user function teams for in-vehicle displays; wireframes, prototypes, usability testing, asset delivery

UX and UI design for safety-critical camera monitoring system (digital mirrors); lead designer for North American products from concept through implementation

Led UX research and design for autonomous vehicle hardware controls, running comprehension testing studies to validate icon usability and legibility

Owned design system and symbol standardization, ensuring regulatory compliance (ISO, FMVSS, CMVSS) and brand consistency

Embedded UX researcher supporting teams with desk research, interviews, JTBD frameworks, & systems mapping for advanced engineering programs including zero-emission, next-gen refuse, electric bus/coach, and autonomous vehicle initiatives

Remote | May – August 2021

#### Volvo Group North America

##### Design Researcher, Internship

Conducted primary and secondary research: interviews, surveys, literature reviews

Communicated findings via data visualizations, infographics, written reports, & slide decks

Designed research & recruitment plans targeting participants from niche demographics

### Education

San Francisco, CA | September 2018 – May 2022

#### California College of the Arts

##### Bachelor of Fine Arts in Interaction Design

- 4.18 GPA
- Graduated with High Distinction by faculty nomination
- Awarded All College Honors in Interaction Design

References available upon request