


ASHLEY MONTALVO FALTO

SERVICE DESIGN, UX RESEARCH & MARKETING

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SKILLS

SOFTWARES

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

METHODOLOGY

- Ethnographic research methods
- Brainstorming sessions
- Data synthesis
- Concept evaluation
- Market research & trend analysis
- User-centered research & design
- Rapid prototyping / User Testing
- Co-creation
- Procurement (Insertion orders & purchase requisitions)
- Advertising strategy
- Campaign planning & implementation
- Delivery gift exploration and ordering

PROFESSIONAL SKILLS

- Communication & Collaboration
- Leadership
- Problem-Solving
- Event Planning & Executing
- Work Culture Fostering
- Research & Analysis
- Negotiation
- Administrative Duties

LANGUAGES

- English
- Spanish

EDUCATION

SAVANNAH COLLEGE OF ART & DESIGN

Savannah, GA (2018- 2023)
Master of Fine Arts in Service Design
Graduating June 2, 2023

SAVANNAH COLLEGE OF ART & DESIGN

Savannah, GA (2014- 2017)
Bachelors of Fine Arts in Interior Design
Graduated in 2017

EXPERIENCE

RESEARCHER SPECIALIST I

BEST LAWYERS / Remote

Sept 2023 - Present Day

- Contributed to the Best Law Firm International team in the research and development department.
- Key involvement in the "BLFI - Australia" product line, focusing on client research, data cleanup, brand awareness education, and customer service cross-support.

CHIEF OPERATING OFFICER & CREATIVE LEAD

NEPALI NEST - STARTUP / Remote

March 2022 - Present Day

- Led the inception and development of Nepali Nest, an academic and gamified cultural language tool for young Nepali-American-born children.
- Oversaw brand development, marketing, and business strategy.
- Crafted brand identity and creative assets for customer-facing materials.
- Participated in research, production development, and the creation of a gamified learning experience.
- Developed wireframing prototypes and ensured high-fidelity UX and UI for seamless cross-functionality across the app and website.
- Facilitated effective team collaboration and team feedback
- Conducted impactful brainstorming sessions and organized team-building activities

MARKETING ADMINSTRATIVE 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

PARTNERSHIP RESEARCHER

NASA / Savannah, Ga

March 2021 - May 2021

- Collaborated on a SCAD class project focused on researching and developing a visual language for collaboration across organizations, involving NASA, Blue Origin, Dynamics, and SpaceX.
- Assisted in understanding partnership relationships.
- Developed visual graphics and a poster.

DESIGN RESEARCHER & UX DEVELOPER

GULFSTREAM X SCADPRO / Savannah, Ga

Sept 2019 - Nov 2019

- Collaborated on a SCADpro project aimed at researching and developing a visual information proposal for future pilot candidates.
- Contributed to wireframing the UI system.
- Developed communication strategies and user interactions.