

ASHER HARDY

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PROFESSIONAL SUMMARY

UI/UX Designer and Web Developer with a background in **Cognitive Science** focused on **Design and Interaction**. Experienced in leading end-to-end website design, optimizing SEO, and managing technical production for large-scale events.

TECHNICAL SKILLS

- **Design & Prototyping:** Figma, Wix, Adobe Photoshop, InDesign, Canva
- **Web Development:** SEO Principles, Wix Business Controls, Website Maintenance
- **Technical Production:** FL Studio, Ableton, Sound Mixing, Video Editing (Adobe Premiere, Vegas Pro)
- **Productivity:** Google Workspace (Docs, Slides, Sites, Sheets)

EXPERIENCE

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

- Direct the design and maintenance of a business website focused on consultation bookings and customer education.
- Apply self-taught SEO principles and Wix business controls to execute the business owner's vision.

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

- Lead development for the company website and the *Cataclysm* game website.
- Collaborated with an intern team to transition the game project into a formal LLC structure.

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

- Coordinate the setup and strike of concert venues for diverse musical performances.
- Operate complex audio and lighting equipment during live shows to ensure high-quality production.

Worship Team Leader | Intervarsity Christian Fellowship UCSD, San Diego, CA | March 2023 – Present

- Strategize weekly musical plans and team rotations by organizing structured practice sessions.
- Recruited a diverse team of vocalists and musicians to enhance team representation and skill variety.

EDUCATION

University of California, San Diego (UCSD) | September 2022 – June 2026

- Bachelor of Science in **Cognitive Science**
- Specialization in **Design and Interaction**

PROJECTS

Summer App Design Project

- Collaborated on a team prototype app helping youth identify career-focused personal strengths.
- Led user research by interviewing high school students to identify demographic needs and project goals.

Design Lab Foundations Course

- Completed an 8-week intensive course focused on structured website design using **Figma**.
- Produced a fully realized website prototype through iterative peer and mentor reviews.