

Ali Ashe

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London, UK

I have 10+ years' experience in delivering complex digital transformation projects including paid membership systems for the arts and charity sector. Skilled in CRM development, website management, and payment systems, with strong coding ability in PHP/WordPress. I align teams around a shared vision to achieve goals and ensure high-quality work delivered on time and on budget.

Core Skills:

Technical Skills
Great experience in front-end development, including writing HTML, CSS, and JavaScript.

Web Accessibility
Proficient in W3C Standards, designing for dyslexics and people with English as a second language & ensuring screen reader compliance.

Visual Branding & Design
Experienced in creating compelling visual brands.

Promotion of ED&I
Creating representative imagery and accessible functionality for diverse communities.

Sector Experience
Knowledge of the arts, charities, and mental health sectors.

Education:

BA Fine Art: Graphic Media
University of the Arts London, 2007

MRes: Art History
Goldsmiths, London, 2018

Experience

Artists' Union England
Web Development Lead (0.5 day per week)
Aug 2015 - Present
artistsunionengland.org.uk

I lead the digital transformation of a national artists' membership organisation, developing scalable systems and user-focused digital tools that have supported rapid growth and long-term sustainability.

- Led the digital development of a scalable online membership platform, growing the user base from 250 to nearly 2,200 artists in 10 years.
- Delivered major digital projects including a custom CRM system with Stripe integration, membership case tracking, and automated workflows.
- Designed and launched the interactive web versions of resources such as 'Rates of Pay', which regularly receives 2–3,000 monthly visitors.

Harrison Psychology Group
Director of Digital Marketing (1 day per week)
Sep 2015 - Present
harrisonpsychologygroup.com

I oversee the digital strategy and ongoing transformation of an LGBTQ+ mental-health service, ensuring that design, accessibility and communications align with therapeutic and inclusion values

- Led the digital development and ongoing transformation for an LGBTQ+ mental health service, scaling from 1 person to a 15-clinician practice.
- Planned and delivered website and upgrades, improving accessibility and client access.
- Collaborated with clinicians and external partners to align digital content and communications with therapeutic values and inclusion goals.
- Wireframing, prototyping and implementing layout and usability enhancements across the site.

What I Can Offer Your Organisation:

- **Web Design**: accessible websites tailored to your brand and audience.
- **Web Development:** webpages built on any platform, including WordPress.
- **Content Development:** Create engaging and informative content such as blogs, articles, and web pages.

References:

Available upon request