

# Ash Moua

Seattle, WA | [amoua1@uw.edu](mailto:amoua1@uw.edu) | (509) 929-9732 | [LinkedIn](#) | [Portfolio](#)

## EDUCATION

**University of Washington** | Washington State Opportunity Scholar & NASA Space Grant Recipient

B.S in Informatics | User Research, Project & Program Management, Marketing

Seattle, WA

Grad Date: Dec. 2026

## EXPERIENCE

### Analyst

TalentBloom LLC

Bellevue, WA

October 2025 - present

- Consulting Client: Global Airline Integration

- Managed **630+** program-level milestones and RAID logs in Smartsheet for a large-scale systems integration, enabling leadership to track dependencies, risks, and progress across multiple operational streams.
- Consolidated **11** data sources into a standardized **27-station readiness deck**, providing leadership with actionable insights to evaluate Passenger Service System readiness & plan training + staffing efficiently.
- Partnered with cross-functional stakeholders to define reporting requirements, track readiness across **32** station leaders, and update executive dashboards & decks that aligned operational execution with program objectives.

### Undergraduate Research Assistant

Seattle, WA

ADAPT Lab

July 2025 - present

- Led end-to-end planning and execution of **7 participant recruitment initiatives**, managing timelines, performance tracking, and iteration cycles to meet research recruitment milestones.
- Analyzed Instagram ad engagement and Qualtrics survey completion data to identify friction points, optimize targeting demographics for the research goals, and iterate and design new messaging strategies.
  - Drove in **12K+** impressions, **250+** candidates overall, and **83 qualified candidates** in **1.5 months**.

### Digital Marketing Intern

Seattle, WA

Hunch Studios

July 2025 - September 2025

- Executed experimentation cycles (format + messaging) tracking performance metrics to inform prioritization decisions.
- Delivered initiatives that achieved **20K** views within **4 weeks**, validating hypotheses through data-driven iteration

### YouTuber

Dec 2021 - April 2023

- Independently managed end-to-end production lifecycle for **72** videos, including planning, execution, & iteration.
- Coordinated collaborations with external creators, managing timelines, deliverables, and publishing schedules.
- Monetized **55%** of content through video advertising, generating **\$2,300+ in revenue** via Google AdSense.

## PROJECTS

### TuitionBud AI | R, Figma, Canva, Notion

- Drove project planning and execution for a Chrome extension AI chatbot supporting college search, coordinating a **6-person** team across meetings, timelines, and deliverables to complete the project within a **6-week** timeframe.
- Conducted **11** interviews to develop **3** personas, mental models, identify terminology gaps, and information barriers
  - Translated insights into feature concepts and an experience map describing content needed & goals of content.
- Cleaned datasets for **270+** colleges using R to support AI-powered responses, collaborating with technical teammates.
- Researched competitor analysis to highlight TuitionBud's value proposition and delivered a case presentation to **30+**.

### FashionForward | Azure DevOps, Miro, Figma

- Conducted research to identify requirements to design systems for a platform that met user and organizational goals.
- Synthesized input from **7 cross-functional stakeholders** into ecosystem map and a statement defining platform needs.
- Mapped needs to **6 epics** and **37 user stories** with acceptance criteria to support prioritization and execution.
- Used **Azure DevOps** to support backlog organization, traceability, and delivery planning.

**Languages/Tools:** Java, R, SQL, HTML/CSS, | Azure DevOps, React.js, Azure Data Studio, Pandas, GitHub, Firebase, Tableau,

Figma, Miro, REDCap, Qualtrics, Adobe Creative Cloud, Canva | Google Suite, Microsoft Office, Smartsheet, Confluence

**Competencies:** Databases and Modeling, User Research, Research Methods, Product Management, Program Management, Project & Information Management, Marketing/Advertising, Content Strategy, Client-Side Development, Data Justice