Ashley Hu

Designer.

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They're not users, they're people.

CONTACT

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PROJECTS

Loop *Android*
1st app for cross campus ridesharing in Ontario

Laila *Web*
Connects refugees to mentors via SMS (Twilio)

WeWalk *iOS + Web*
A buddy to walk with you

Bounc *Unity*
A "bounc-y" shape game

TOOLS

Design
Sketch, Principle, Zeplin XD, Illustrator, Photoshop AfterEffects, OmniGraffle

Development
HTML, CSS, Python, Java JavaScript, C#, C++, Git

EDUCATION

University of Waterloo
Systems Design Engineering
Class of 2020

Product Designer *Airware*
San Francisco | April 2016 - Present

1 of 12 Design Fellows in 2500+ applicants for KPCB Fellowship. Designed & implemented 4 high visibility features for new cloud platform. Established Airware's 1st Design System, triggering a huge leap in development speeds & design consistency (used: React JS, HTML, CSS). Abstracted complex data into simple meaningful visuals for business demos, in direct collaboration with CTO & VP Product.

UI/UX Designer *Uken Games*
Toronto | August - December 2016

Lead designer on King's of Pool, 5 star mobile game with 1 million installs. Led matchmaking & rewards (2 key features) from ideation to execution, increasing user retention by 300%+. Revamped style guide, improving 89% likeablity during A/B testing. Mocked up animations in AfterEffects, worked directly in Unity to implement.

UI/UX Designer *Nspire Innovation Network*
Toronto | April - December 2016

211% boost in web traffic from redesigns, impacting 1000+ users. Designed blogs & landing pages for conferences, hackathons, and startups. Supported ux analysis with site teardowns and in house user testing. Initiated liaison between WebDev and Product Team.

Visual Designer *Ontario Institute for Cancer Research*
Toronto | January - April 2016

Created mocks for health platforms, focusing on data visualization and survey ecosystems. Built 34 responsive sites through Drupal's CMS (used: HTML, CSS, PHP, MySQL). User tested 4 personas per project with competitive analysis & user research on larger projects.

Founder + Designer *WhoDesigns*
Toronto | December 2015 - August 2016

Founded a print design company dedicated to small, non-profit organizations with a cause I care about. Recognized for meeting "two-day satisfaction" on all projects.