



## CONTACT

(647) 832-8628

[linkedin.com/in/ashleyhu](https://www.linkedin.com/in/ashleyhu)

[ashley.hu@uwaterloo.ca](mailto:ashley.hu@uwaterloo.ca)

[ashleyhu.me](http://ashleyhu.me)

## PROJECTS

### Loop *Android*

Cross-campus rideshare  
(live on Google Play Store)

### Laila *Web*

Child refugee mentorship

### WeWalk *iOS + Web*

Buddy walking program

### Bounc *Unity*

A fun shape game

## TOOLS

### Design

Sketch, Zeplin, Principle  
Photoshop, Illustrator, Unity  
InDesign, After Effects, XD

### Development

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

## EDUCATION

### University of Waterloo

#### *Systems Design Engineering*

Class of 2020

# Ashley Hu

Designer.

They're not users, they're people.

### Product Designer *Nextdoor*

San Francisco | Jan 2018 - Present

Currently working on Real Estate team to launch new member & business-facing products. Creating prototypes & scripts for "post flow" tests. Designed website & decal for Neighborhood Favorites based on iterative research results ([www.nextdoor.com/winner](http://www.nextdoor.com/winner)).

### Product Designer *Airware*

San Francisco | May - Aug 2017

Selected as 1 / 14 designers in 2500+ applicants for KPCB Fellows. Established Airware's 1st Design System, triggering significant leaps in dev & design speeds. Introduced 3 high-visibility features in core product. Abstracted marketing data into powerful visuals for client demos, in direct collaboration with CTO & VP Product.

### UI/UX Designer *Uken Games*

Toronto | Aug - Dec 2016

Lead designer on King's of Pool, 5-star mobile game & 1M installs. Responsible for pushing matchmaking & rewards from ideation to app store, boosting user retention by 3x. Redesigning Uken's style guide, improving user preference by 89% in A/B testing. Designed animations in After Effects, implemented in Unity.

### UI/UX Designer *Nspire Innovation Network*

Toronto | Apr - Dec 2016

Redesigned websites for conferences, hackathons and startups, averaging 211% traffic increase across 1k site users. Initiated site teardowns & in-house user research. Led collaboration between WebDev & Brand teams, responsible for pixel-perfect execution.

### Visual Designer *Ontario Institute for Cancer Research*

Toronto | Jan - Apr 2016

Created mocks for web health platforms with focus on mass data collection & visualization. Performed usability tests on 18 users & 5 projects, included competitive analyses on larger projects. Built 34 sites on Drupal's CMS with 6 developers (HTML, CSS, JS, Git).