



## PORTFOLIO

ashleyhu.me

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## EDUCATION

### University of Waterloo

#### *Systems Design Engineering*

Class of 2020

## SKILLS

Product Thinking  
Interaction Design  
User Research + Testing  
Visual + Brand Design  
Animation Design  
Data Visualization  
Web Development

## PROJECTS

### **Loop** *Android*

Cross-campus rideshare  
(Live on Google Play)

### **Laila** *Web*

Child refugee mentorship

### **WeWalk** *iOS*

Buddy walking program

### **Bounc** *Unity*

A fun shape game

## CONTACT

(647) 832-8628  
ashley.hu@uwaterloo.ca  
linkedin.com/in/ashleyyhu

# Ashley Hu

Designer.

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They're not users, they're people.

### **Nextdoor** *Product Designer*

San Francisco | January - April 2018

Designed new member & business experiences for Real Estate product launch. Explored 'post flow' redesign options, validated results by designing & conducting 24 user tests. Led design on Neighborhood Favorites ([www.nextdoor.com/winner](http://www.nextdoor.com/winner)), iterating to match research results. Prototyped 'events flow' for platform scalability. Created marketing visuals to drive ads performance.

### **Airware** *Product Designer*

San Francisco | May - August 2017

Selected as 1 of 14 KPCB Design Fellows in 2500+ candidates. Established Airware's 1st Design System, triggering ~2x leap in design & development speeds. Designed 4 high traffic features in core product. Abstracted complex drone analytics into clear visuals for client demos, collaborating with CTO & VP Product.

### **Uken Games** *UI/UX Designer*

Toronto | August - December 2016

Lead designer on King's of Pool, a 5-star mobile game with 1M+ installs. Led rewards & matchmaking from ideation to app store, improving retention rate by 3x. Reskinned style guide, winning by 89% in A/B testing. Designed animations & microinteractions in After Effects. Worked directly in Unity to implement designs.

### **Nspire** *UI/UX Designer*

Toronto | April - December 2016

Revamped websites for non-profit organizations, boosted views by 211% across thousands of users. Introduced in-house usability studies & teardowns. Pushed for pixel-perfection on all projects.

### **OICR** *Visual Designer*

Toronto | January - April 2016

Designed web health platforms focused on mass data collection & visualization. Built 20+ sites on Drupal CMS with 6 developers. Conducted usability tests & competitive analyses on 8 projects.