ASHLEY HU

Portfolio: **ashleyhu.me**

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EXPERIENCES

VISUAL DESIGNER | Ontario Institute for Cancer Research
Jan 2016 – April 2016 | Toronto, ON

- Collaborated closely with WebDev team in an **agile** environment; Simultaneously worked on **34 websites** through integrating rapid iteration design workflows
- Designed visual graphics (**wireframes, mockups, sitemaps, feature points**) on Omnigraffle and Photoshop that aligned with UX vision and guidelines
- Developed **responsive, static sites** based on prototypes (HTML, CSS); Integrated theme and content of **dynamic sites** in Drupal (PHP, MySQL, Git, Linux VM)
- Conducted extensive **user research** and **competitive analyses** prior to new projects; Crafted **user personas** and **scenarios** to identify all possible users
- Communicated design recommendations to stakeholders and delivered multiple solutions based on feedback; Prototyped mockups on InVision to convey UX flow

VISUAL & GRAPHIC DESIGNER | WhoDesigns
Dec 2015 - Present | Markham, ON

- Founded a **freelance design company** that focuses on non-profit projects
- Developed unique iterative design process adapted to meet "**2-day satisfaction guarantee**" for clients; Translated brand requirements to visual execution (print)
- Projects: North44 Apparel, H2H Staging, Lucerna, Medina Language Center

ENGINEERING ASSISTANT | General Electric
July 2015 | Singapore, SG

- Gained **manufacturing experience** in turbine repair processes and received Lockout-tagout (LOTO) safety training
- Applied **Lean and 5s concepts** to decrease waste and optimize resources
- Analyzed shipment trends; Produced Excel reports using pivot tables & vlookup
- International recipient of **GE Star Award Scholarship**

CHIEF DESIGNER | Shad Entrepreneurship Cup, Shad Valley
July 2014 – Aug 2014 | Calgary, AB

- Designed logo and product packaging using Illustrator and Photoshop
- **73% boost** in website traffic by visually refining graphics
- Won **1st place** Business Plan Award in cup finals; Received "**Scientific Design Award**" for applying iterative engineering design process in turbine innovation

SENIOR CHIEF EDITOR | Yearbook Committee
Sept 2012 – June 2015 | Markham, ON

- Managed team of 34 students to create a **176-page yearbook** in 4 months
- Established marketing plan that resulted in **26% increase** in yearbook sales

VICE PRESIDENT FINANCE | Voice Gavel Club, Toastmasters
Sept 2013 – April 2016 | Markham, ON

- Led 32 members in Humanitarian Leadership Project; **Fundraised $41,819** for war orphans and child victims of abuse over 3 years
- International recipient of **Humanitarian Leadership Award** 2 years in a row

SKILLS

DESIGN
Photoshop • Illustrator
Sketch • Balsamiq • InVision
InDesign • OmniGraffle

LANGUAGES
HTML5 • CSS3 • JavaScript
PHP • MySQL • C++ • LaTeX

DEVELOPMENT
Bootstrap • Git • Apache • Linux

DRAFTING
SolidWorks • AutoCAD

MANAGEMENT
Drupal • Confluence

PROJECTS

WE WALK!
UI/UX Designer
IOS app that brings students together to walk safely at night

TIMETILE
UI/UX Designer
Android time tracking app with detailed time breakdown analysis

AMINO BLITZ
UI/UX Designer
Android game that helps students memorize amino acid properties

MIDNIGHT SUN
Designer, Core Team
Solar race car design team

EDUCATION

SYSTEMS DESIGN ENGINEERING, BASC.
2015 - 2020
UNIVERSITY OF WATERLOO