

# ASHLEY HU

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

### FOUNDER & 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