

# ASHLEY

Ashley Hu is a designer from Toronto with a background in Systems Design Engineering. She currently designs for Instagram in NYC.

## Portfolio

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

## Experiences

### Instagram

*Product Designer*  
8.20 – Present

Lead designer on Stories with product tags, anticipated to unlock 10% gain in pre-resilient ads revenue. Designed + shipped new dynamic video animation, resulting in 6% increase in ads conversion and ~80K of daily revenue.

### Instagram

*Product Design Intern*  
5.19 – 8.19

Redesigned Instagram Stories footer, introduced improved interactions + messaging capabilities.

### Amazon

*Product Design Intern*  
9.18 – 12.18

Designed account management + rewards for Amazon One [Special Project], obtained buy-in from VP and officially launched in Sept 2020.

### Nextdoor

*Product Design Intern*  
1.18 – 4.18

Co-designed brand new Nextdoor Real Estate business experience for product launch.

### Airware

*Kleiner Perkins Design Fellow*  
5.17 – 8.17

1 of 14 design fellows in 2500+ candidates. Designed drone analytics software + created Airware’s first ever design system.

### Uken Games

*UI/UX Design Intern*  
8.16 – 12.16

Designed + shipped rewards flow for King’s of Pool — a mobile game with over 1M installs — triggering 3x increase in user retention.

## Education

### University of Waterloo

*Systems Design Engineering*  
2015 – 2020

With distinction and option in Management. Recipient of GM Innovation Award + Dean’s List

They’re not users, they’re people.

# HU