



## CONTACT

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## PROJECTS

### Loop *Android*

Cross-campus rideshare  
(on Google Play Store)

### Laila *Web*

Connects child refugees  
to mentors via SMS

### WeWalk *iOS + Web*

A buddy to walk with you

### Bounc *Unity*

A fun & addicting game

## TOOLS

### Design

Sketch, Principle, Zeplin  
XD, Illustrator, Photoshop  
AfterEffects, OmniGraffle

### 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 *Airware*

San Francisco | April 2016 - Present

Selected as 1 of 14 Design Fellows in 2500+ applicants for KPCB Fellowship. Designed & implemented 3 of 5 high-visibility features in new cloud platform. Established Airware's 1st Design System, triggering leap in dev speeds & design consistency (React, HTML, CSS). Abstracted complex marketing data into meaningful visuals for client demos, in direct collaboration with CTO & VP Product.

### UI/UX Designer *Uken Games*

Toronto | August - December 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 interactions & animations in AfterEffects, implemented in Unity.

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

Toronto | April - December 2016

Redesigned websites for conferences, hackathons and startups, averaging 211% traffic increase across 1k site users. Initiated site teardowns & in-house UX testing within Nspire. Led collaboration between WebDev & Brand, in charge of pixel-perfect execution.

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

Toronto | January - April 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, PHP, Git).

### Founder + Designer *WhoDesigns*

Toronto | December 2015 - August 2016

Founded a print design company dedicated to local, non-profit organizations & causes I believe in. Recognized for WhoDesigns' "2-day satisfaction", exceeding expectations for all 7 clients.