



CONTACT

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EDUCATION

University of Waterloo

Systems Design Engineering

Class of 2020

PROJECTS

Loop *Android*

Cross-campus rideshare
(live on Google Play)

Laila *Web*

Child refugee mentorship

WeWalk *iOS + Web*

Buddy walking program

Bounc *Unity*

A fun shape game

TOOLS

Design

Sketch, Zeplin, Principle
Photoshop, Illustrator, Unity
InDesign, After Effects, XD

Development

HTML, CSS, Python, Java
JavaScript, C#, C++, Git

Ashley Hu

Designer.

They're not users, they're people.

Product Designer *Nextdoor*

San Francisco | Jan 2018 - Present

Currently working on Real Estate team to launch new product. Creating prototypes & scripts for unmoderated "post flow" user tests. Designing website & sticker for Neighborhood Favorites based on iterative research results (www.nextdoor.com/winner).

Product Designer *Airware*

San Francisco | May - Aug 2017

Selected as 1 / 14 designers in 2500+ applicants for KPCB Fellows. Established Airware's 1st Design System, triggering significant leaps in dev & design speeds. Introduced 3 high-visibility features in core product. Abstracted marketing data into powerful visuals for client demos, in direct collaboration with CTO & VP Product.

UI/UX Designer *Uken Games*

Toronto | Aug - Dec 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. Redesigned Uken's style guide, improving user preference by 89% in A/B testing. Designed animations in After Effects, implemented in Unity.

UI/UX Designer *Nspire Innovation Network*

Toronto | Apr - Dec 2016

Redesigned websites for conferences, hackathons and startups, averaging 211% traffic increase across 1k site users. Initiated site teardowns & in-house user research. Led collaboration between WebDev & Brand teams, responsible for pixel-perfect execution.

Visual Designer *Ontario Institute for Cancer Research*

Toronto | Jan - Apr 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, JS, Git).