



CONTACT

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PROJECTS

UI/UX DESIGNER at

Loop / Nov - Dec 2016

Android - Cross campus
rideshare (on Google Play)

Bounc / Oct 2016

Unity - "Bounc-y" shape
game inspired by Agar.io

We Walk! / May 2016

iOS - University buddy
walking program

Time Tile / April 2016

Android - Goal oriented
productivity tracker

Amino Blitz / Mar 2016

Android - Interactive quiz
game on amino acids

SKILLS

DESIGN

Sketch, Photoshop, Axure
Illustrator, Zeplin, InVision
AfterEffects, OmniGraffle

DEVELOPMENT

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

ASHLEY HU

Design with Passion | Systems Design Engineering

www.ashleyhu.me

EXPERIENCES

UI/UX DESIGNER at Uken Games / Aug - Dec 2016

- Lead designer on King's of Pool, 4-star mobile game with 500k installs
- Triggered 300%+ increase in day-1 user retention from UI redesign
- Independently designed matchmaking & post game flow to solve UX consistency issues; worked with devs to overcome technical limitations
- Iterated on style guide V2.0 and generated UI assets in absence of artist
- Mocked up animations in AfterEffects and executed in Unity's Animator

UI/UX DESIGNER at Nspire / Apr - Dec 2016

- 211% boost in web traffic from site redesigns, impacting 1000+ users
- Designed blogs & landing pages for conferences, hackathons, businesses
- UX analysis supported by teardowns, design canvases, in-house testing
- Worked directly with Product, WebDev, Brand Team in Sketch & Zeplin

VISUAL DESIGNER at OICR / Jan - April 2016

- Created UX wires & UI mocks for external and internal health platforms
- Developed 34 responsive sites on Drupal (HTML, CSS, PHP, MySQL)
- User tested ~4 personas per project through Invision prototypes, with additional competitive analyses on health surveys

FOUNDER & DESIGNER at WhoDesigns / Dec 2015 - Aug 2016

- Founded a design company focused on not-for-profit projects
- Designed webpages, logos, brochures, business cards, t-shirts, packaging
- Adapted print & web design process to fulfill "two-day satisfaction" without sacrificing brand requirements or visual execution

OPTIMIZATION ENGINEER at General Electric / July 2015

- Analysed waste optimization and resource patterns using Lean Six Sigma and 5S methodologies; presented analytics to stakeholders on Excel
- Manufacturing design experience in turbine processes

EDUCATION

SYSTEMS DESIGN ENGINEERING at UWaterloo / 2015 - 2020

- **Courses:** Human Factors in Design, Design Systems & Society
- **Scholarships:** GE Star Award Scholarship (international recipient), President's Scholarship, Faculty of Engineering Scholarship