Ashley Chen

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Bio

I'm a freshly squeezed multidisciplinary UX/UI Designer in Orange County, with love for reimagining user interactions and crafting new digital experiences with purpose. Chronic empath with roots in research, and a (growing) touch of code.

Experience

Freelance Digital Designer, Irvine, CA – 2017 to Present
Client-based pro-bono and independent projects. Synthesize and simplify large amounts of information in making streamlined, scalable UX. Ability to process user behavior analytics and implement UX improvements. Work closely with design and development teams in creating + improving user experiences.

Currently creating design, and developing a mobile app based on my 2016 research.

Technical Search Executive, Camden. Kelly Corporation, Irvine, CA – 2016 to 2017
Full desk technical recruiting, sourcing, and coaching between software dev candidates and client. Researched industry trends of impact on users and web application/mobile developers, designers, project managers, and all levels of executive management.

Focused on C# + ASP.Net, Full-stack Javascript/ Front-End, Software Architects. Partnered with start-up and corporate sized companies (SaaS, eCommerce, Digital Agencies, etc.)

Researcher (Social Psychology), UCSB, Santa Barbara, CA - 2016
Managed a 5-person research team at UCSB Psych department lab. Conducted A/B testing, statistical analyses via SSPS, released a research paper documenting the entire 6 month research process and results. Awarded 1st place in a 50+ team, department-wide presentation competition.

Education

University of California, Irvine (CA) - Certificate, UX/UI Extension | 2018
University of California, Santa Barbara (CA) – Bachelors of Arts, Psychology | Technology Project Management (TMP) Certificate | 2016

Skills

Adobe Illustrator	User Research
Adobe Photoshop	Marvel App
Sketch	Wireframing
Invision	Hi-Fidelity Prototyping
HTML5/CSS3	Concept development
Basic Javascript	Service design