

Ashley Chen

UX/UI Designer

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in/ashleyninachen

ashleychen.io

EDUCATION

University of California, Irvine
UX / UI Design Certificate

University of California,
San Diego (via Coursera)
*Human-Computer Interaction
Certification; in progress*

University of California,
Santa Barbara
*Psychology, B.A.
Technology Management
Certificate*

SKILLS

- User Centered Research
- Wireframing
- Invision
- Information Architecture
- Rapid Prototyping
- User Interface Design
- HTML5 / CSS3
- Concept Development
- Data Synthesis

TOOLS

- Sketch
- Invision
- Adobe Illustrator
- Adobe InDesign
- Marvel App
- Qualitrics
- SurveyMonkey

EXPERIENCE

Freelance UX/UI Designer
Orange County, CA
Aug 2018 - Current

- Synthesize large amounts of data to make streamlined, scalable, user-centric solutions.
- Communicate with team and stakeholders from research process through product launch.
- Work closely with design and development teams in creating and improving user experiences.

UX/UI Designer (Co-founder)
Irvine, CA
Oct 2018 - Nov 2018

- Translated user research and product strategy wireframes and clickable prototype for early stage startup seed to incorporate the mobile food experience with AR capabilities (Unity).
- Spearheaded UI development for client application demo with a leading billion-dollar food franchise.

Technical Search Executive
Camden Kelly Corporation, Irvine, CA
Aug 2016 - Aug 2017

- Full desk technical recruiting, research of tech industry trends, coaching between software dev. candidates and client.
- Technical communication with developers, designers, PMs, and all levels of executive management of all industries (SaaS, eCommerce, Digital Agencies, etc.)

Researcher | Social Psychology
UCSB, Santa Barbara, CA
Mar 2016 - Jun 2016

- Managed a 5-person team at UCSB Psych department lab.
- Conducted A/B Testing, statistical analyses via SSPS, and released a research paper documenting entire 6 month research process and results.
- Awarded 1st place in 50+ team research competition.