

# Ashley Chen

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## Bio

I'm a multidisciplinary UX/UI Designer, with love for reimagining user interactions and crafting new digital experiences with purpose. Chronic empath with roots in research, and a passion for emerging technology.

## Experience

**Digital Designer, AC Designs** Irvine, CA – 2017 to Present

Client-based pro-bono and independent projects. Hybrid UX Researcher/UI Designer that scales business needs and feature development. Synthesize and simplify large amounts of information in making streamlined, scalable UX. Create user-centric solutions to design and evolve products. Clearly communicate solutions to team and stakeholders through journeys, flows, wireframes, mockups, prototypes, etc. Work closely with design and development teams in creating + improving user experiences.

**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  
Adobe Photoshop  
Sketch  
Invision  
HTML5/CSS3  
Basic Javascript

User Research  
Marvel App  
Wireframing  
Hi-Fidelity Prototyping  
Concept development  
Service design

Qualtrics  
SurveyMonkey