Ashley Chen

UX/UI Designer

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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)
UCI Wayfinder Incubator (Startup Seed), Irvine, CA
Oct 2018 - Nov 2018

- Translated user research and product strategy wireframes and clickable prototype for early stage startup seed to incorporatie 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 communciation 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, Qualtrics, and SurveyMonkey, and released a research paper documenting entire 3 month research process and results.
- Awarded 1st place in 50+ team, department-wide research competition.

PROJECTS

UX/UI Designer
Kiva.com, San Francisco, CA
Jul 2018-Mar 2019

- Re-designed user flow through current web site through competitive analysis and research.
- Work directly with team from initial research process through project demo with stakeholders.
- +75% increased conversion rate from target demographic using desktop, +81% increased conversion with updated UI design

SKILLS

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

TOOLS

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

EDUCATION

University of California, Irvine
UX / UI Design Certificate

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