



Ashley Wu

ashleyyw.com

📧 [linkedin.com/in/ashleyyw/](https://www.linkedin.com/in/ashleyyw/)
ashleywu.design@gmail.com
778-881-1873

👋 Hi! My name is Ashley and I am a Product Designer and dog lover based in Vancouver, B.C. I help create digital experiences and tangible products.

skills

Sketch Figma Adobe CC Invision Zeplin Principle HTML/CSS Maze Miro Mural Whimsical

competencies

User Experience Design User Interface Design Usability Testing Wireframing Prototyping

experience

Product Designer September 2018- Present
[Cognizant Softvision](#)

Facilitate design workshops to help reframe the main problem area and to align the solution space with business goals for Fortune 500 companies. Conduct user research through user interviews with stakeholders and primary user group. Utilize industry standard tools such as Figma, Sketch and Principle to create wireframes, mockups and clickable prototypes.

Graphic Designer January 2018-April 2018
[72 Hours Emergency Supplies](#)

Responsible for the art direction of promotional posters and banners. Created wireframes and high fidelity prototypes with Sketch for desktop web.

Teacher Assistant & Events Assistant May 2017-July 2017
[Simon Fraser University](#)

In charge of setting up and trouble shooting 3D Printers. Planned events and organized logistics and preparing TinkerCAD resources. De-bugged student's prototypes on the TinkerCAD program and re-rendered them to satisfy the 3D Printer requirements.

Graphic Designer December 2016-May 2017
[Enactus SFU](#)

Responsible for being the lead graphic designer for the Regional and National team for Coast Card Enactus SFU. Filmed and edited videos, and created content slides for the presentation within a three month time-frame.

education

Bachelor of Arts - Interactive Arts & Technology September 2013-2019
Simon Fraser University

certificates

Advanced Google Analytics January 2021
Google Analytics Academy

Digital Project Management August 2020
SuperHi

Human-Centered Service Design February 2019
IDEO U