





Ashley Wu

ashleyyw.com

 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.
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skills	Sketch Figma Adobe CC Invision Zeplin Principle HTML/CSS Maze Miro Mural Whimsical
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competencies	User Experience Design User Interface Design Usability Testing Wireframing Prototyping
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experience	Product Designer Cognizant Softvision September 2018- Present 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 72 Hours Emergency Supplies January 2018-April 2018 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 Simon Fraser University May 2017-July 2017 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 Enactus SFU December 2016-May 2017 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 Simon Fraser University September 2013-2019
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certificates	Advanced Google Analytics Google Analytics Academy January 2021
	Digital Project Management SuperHi August 2020
	Human-Centered Service Design IDEO U February 2019