Ashley Wu

ashleyyw.com

✏ linkedin.com/in/ashleyyw/
ashleywu1206@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

competencies

User Experience Design   User Interface Design   Usability Testing   Wireframing   Prototyping

experience

Product Designer   September 2018- Present

Softvision Canada

Created wireframes and mockups using Sketch, Figma and Photoshop (for mobile, tablet and web). Prototyped user flows of the products with Principle and Invision, and conducted Usability Testing with the client. Responsible for doing Design QA using Jira.

Graphic Designer   January 2018-April 2018

72 Hours Emergency Supplies

Repsonible 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 including booking rooms, 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

Digital Project Management   August 2020

SuperHi

Design Thinking   March 2020

Cognizant Sofvtision

Human-Centered Service Design   February 2019

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