ASHLEY YANG

Systems Design Engineering. Product Designer.

ashleyyang.ca

ashley.yang@uwaterloo.ca

EXPERIENCE

Soulfx — Software Design Intern

SEP 2019 - DEC 2019

- Independently constructed flows and prototypes for automated healthcare payment websites.
- Wrote Zenhub issues and functional specifications to translate prototypes for development.
- Restructured the design handoff process to increase efficiency by 41%.

Postmedia I/O - UX Design Intern

JAN 2019 - APR 2019

- Redesigned dashboard components (metric cards and navigation) to help clients better understand their marketing data.
- Conducted usability testing sessions to validate new benchmarking features.

Midnight Sun - UX Lead & Marketing Lead

SEP 2018 - PRESENT

- Leading the data visualization design for a solar car dashboard.
- Redesigned website with a team of 3 to increase website visits by 716.9%.
- Managing branding guidelines to create distinct visuals for both print and digital assets.

EDUCATION

University of Waterloo, BASc.

Systems Design Engineering, Minor in Spanish

2018 - 2023

PROJECTS

Cultura

OCT 2019

 Designed an app for busy students to improve their foreign language skills through topics that interest them.

COMMUNITY

UW/UX - Logistics Lead

MAY 2019 - PRESENT

- Organized events and ran workshops for students of all backgrounds interested in design.
- Directing the design and development for a new website.

SKILLS

Design

User research, user journey mapping, wireframing, prototyping, usability testing

Toolbox

Figma, Sketch, Adobe XD, Illustrator, Photoshop, Invision, Marvel, Balsamiq, Procreate, pen and paper

Development

HTML/CSS, Bootstrap, C++