ASHLEY YANG

Systems Design Engineering.
Product Designer.

ashleyyang.ca
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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++