

ASHLEY YANG

Product Designer &
Citizen of USA and Canada.

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Work

SYSTEMS DESIGN INTERN Soulfx

MISSISSAUGA, ON / SEP 2019 - DEC 2019

Independently constructed website flows and wireframes to automate healthcare payments. Introduced a process to increase design handoff efficiency by 33%.

UX DESIGN INTERN Postmedia I/O

KITCHENER, ON / JAN 2019 — APR 2019

Redesigned an analytical dashboard to help clients better understand their marketing performances. Implemented benchmarking features with 100% positive client feedback.

Community

UX PROJECT LEAD Midnight Sun

WATERLOO, ON / MAY 2019 — PRESENT

Designing infotainment system and data visualization solutions to maximize driving practicality for both speed and endurance.

LOGISTICS LEAD UW/UX

WATERLOO, ON / MAY 2019 — PRESENT

Organized events and ran workshops to bring together the UW design community. Guiding the website design/development for students to easily find information about UW/UX events.

Projects

CULTURA

PRODUCT DESIGN / OCT 2019

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

Skills

DESIGN

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

DEVELOPMENT

HTML/CSS, Bootstrap, C++

TOOLBOX

Figma, Sketch, Adobe XD, Illustrator, Photoshop, Invision, Marvel, Balsamiq

Education

University of Waterloo, BAsC.

Systems Design Engineering,
Minor in Spanish

2018 — PRESENT