

ASHLEY YANG

Systems Design Engineering.
Product Designer.

ashleyyang.ca

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WORK

SOULFX Systems Design Intern

09/2019 - 12/2019

- Restructured the design handoff process to increase efficiency by **41%**.
- Independently constructed website flows and wireframes to automate healthcare payments.

POSTMEDIA I/O UX Design Intern

01/2019 – 04/2019

- Conducted usability testing sessions to redesign metric cards and navigation, simplifying the marketing analytics dashboard experience.
- Implemented benchmarking features that improved the marketing analysis experience for **62%** of clients.

COMMUNITY

MIDNIGHT SUN SOLAR CAR UX & Marketing Lead

09/2018 – PRESENT

- Leading data visualization and dashboard designs to maximize driving practicality.
- Redesigned website with a team of 3 to increase website visits by **716.9%**.
- Managing print and digital assets to strengthen brand presence.

UW/UX Logistics Lead

05/2019 – PRESENT

- Organized events and ran 2 workshops to help bring together the UW design community.
- Directing the website design and development.

PROJECTS

CULTURA

08/2019

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

TOOLBOX

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

DEVELOPMENT

HTML/CSS, Bootstrap, C++

EDUCATION

University of Waterloo, BAsC.

Systems Design Engineering,
Minor in Spanish

2018 – 2023