

ASHLEY YANG

Systems Design Engineering.
Product Designer.

ashleyyang.ca

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WORK

SOULFX Systems Design Intern

09/2019 - 12/2019

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

POSTMEDIA I/O UX Design Intern

01/2019 – 04/2019

- Redesigned dashboard metric cards and navigation through usability testing to help clients better understand their marketing data.
- Implemented benchmarking features that provided value for **62%** of clients.

COMMUNITY

MIDNIGHT SUN SOLAR CAR UX & Marketing Lead

09/2018 – PRESENT

- Leading the data visualization design for the car dashboard to inform passengers of car statuses.
- 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 students of all backgrounds learn about design.
- 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