



# ASHLEY YANG

Product Designer &  
Citizen of USA and Canada.

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## WORK

### SYSTEMS DESIGNER Soulfx

Mississauga, ON / Sep 2019 – present

Designed a website to digitize and simplify the financial assistance registration process. Introduced an improved design handoff method to accelerate development time.

### UX DESIGNER Postmedia I/O

Kitchener, ON / Jan 2019 – Apr 2019

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

## COMMUNITY

### UX PROJECT LEAD Midnight Sun

Waterloo, ON / May 2019 – present

Leading the UX design process for a solar race car driver display and infotainment system to maximize driving practicality.

### PRODUCT DESIGNER UWAFI

Waterloo, ON / Sep 2019 – present

Helped establish and lead the design framework for the new product team. Conducting research to develop an autonomous eco-car interface and car-sharing app.

### LOGISTICS LEAD UW/UX

Waterloo, ON / May 2019 – present

Planning events to bring together the UW design community. Ran the Hack the North 2019 *Intro to Design Principles* workshop with another Workshop Lead.

## PROJECTS

### CULTURA

Product Design / Oct 2019

Designed a mobile app for busy students to learn a foreign language through intrinsic motivation.

## SKILLS

User research, User journey mapping, Wireframing, Prototyping, Usability testing, Systems design

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

HTML, CSS, Bootstrap, C++

## RECOGNITION

### New Jersey Seal of Biliteracy

Biliteracy in English and Spanish  
New Jersey / 2018

## EDUCATION

### University of Waterloo

Systems Design Engineering, B.A.Sc.  
Waterloo, ON / 2018 – present