ASHLEY YANG

Product Designer &
Citizen of USA and Canada.

ashleyyang.ca
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Work

SYSTEMS DESIGNER Soulfx

MISSISSAUGA, ON / SEP 2019 - PRESENT

Designing websites and mobile apps to automate healthcare payment assistance. 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.

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, Procreate, pen and paper

HTML/CSS, Bootstrap, C++

Education

University of Waterloo, BASc.
Systems Design Engineering, Minor in Spanish
2018 — PRESENT