Ashley Yang

ashyang.com • in/ashleyyyang • ashley.yang@uwaterloo.ca

EDUCATION

University of Waterloo, Class of 2023
BASc. Systems Design Engineering, Spanish Minor

EXPERIENCE

Figma, Product Design Intern
08.2021 — PRESENT • SAN FRANCISCO, CA
Working cross-functionally on improvements to the Design Systems product.

DOZR, UX Design Intern
01.2021 — 04.2021 • KITCHENER, ON (REMOTE)
Redesigned DOZR Marketplace listings for contractors to select the right equipment for their jobs. Created marketing pages for easier content addition.

Yonder Media Mobile, Design Intern
05.2020 — 08.2020 • NEW YORK, NY (REMOTE)
Designed features across the YO mobile app to create a cohesive experience, from ecommerce to livestreaming. Applied cross-cultural research to connect the product language to users in Mexico.

Soulfx, Software Design Intern
09.2019 — 12.2019 • MISSISSAUGA, ON
Wrote tickets and functional specs to translate prototypes for development. Restructured design handoff process to streamline communication by 20%.

Postmedia I/O, UX Design Intern
01.2019 — 04.2019 • KITCHENER, ON
Redesigned metric cards and navigation to help clients better understand their marketing data. Conducted usability testing sessions to validate new dashboard benchmarking features.

VOLUNTEER

Hack the North, Product Designer
03.2020 — 03.2021 • WATERLOO, ON
Designed dashboards to provide information and allow interaction for 3,000+ hackathon attendees, reducing the amount of emails sent. Constructed a design system to be maintained across dashboards.

UW/UX, Co-Lead Prev. Branding Lead, Logistics Lead
05.2019 — 08.2021 • WATERLOO, ON
Supported a team of 9 → 17 to execute initatives and organize events to grow the design community. Helped plan and market our first designathon, TILE, with 5 sponsors and 250+ participants across 12 countries. Redefined the visual identity.

SKILLS

Design
User research, visual & interaction design, prototyping, usability testing.

Toolbox
Figma, Sketch, Adobe XD, Procreate, pen and paper, HTML/CSS