

# Ashley Yang

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## EXPERIENCE

### **Figma**, Product Design Intern

08.2021 — PRESENT • SAN FRANCISCO, CA

Working with the Design Systems team to improve features related to creating and using design systems.

### **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 initiatives 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.

## EDUCATION

### **University of Waterloo**, Class of 2023

BASc. Systems Design Engineering, Spanish Minor

## SKILLS

### **Design**

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

### **Toolbox**

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