

Ashley Yang

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EXPERIENCE

Yonder Media Mobile — Product Design Intern

MAY 2020 — AUG 2020 / NEW YORK, NY (REMOTE)

- Designed features across the YO mobile app to create a cohesive experience, from purchasing data plans to viewing live videos.
- Conducted cross-cultural research and translated text to Spanish to connect the product language to users from Mexico.

Hack the North — Product Designer

MAR 2020 — PRESENT / WATERLOO, ON

- Designed a hardware tool to streamline processes for requesting hardware items and keeping track of inventory.
- Defined the visual identity with the design team to portray a friendly brand image.

Soulfx — Software Design Intern

SEP 2019 — DEC 2019 / MISSISSAUGA, ON

- Created user flows and prototypes for users to easily receive healthcare reimbursements.
- Wrote Zenhub issues and functional specs to translate prototypes for development.
- Restructured design handoff process to improve engineering-design communication by 20%.

Postmedia I/O — UX Design Intern

JAN 2019 — APR 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.

EDUCATION

University of Waterloo

Systems Design Engineering (BSc.),
Spanish Minor
Class of 2023

EXTRACURRICULAR

UW/UX — Branding Lead

MAY 2019 — PRESENT

- Redefined the visual identity; created a custom illustration library to produce assets more easily.
- Organized events and ran workshops to grow the UW design community.

SKILLS

Design

User research, usability testing, visual design, wireframing, prototyping.

Toolbox

Figma, Sketch, Adobe XD, Illustrator, Photoshop, Zeplin, Invision, Marvel, pen and paper.

Development

HTML/CSS.