Ashley Yang

ashyang.com

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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 e-commerce to livestreaming.
- Conducted cross-cultural research to connect the product language to users from Mexico.

Hack the North — Product Designer
MAR 2020 — PRESENT / WATERLOO, ON

- Constructed a design system to be maintained across several dashboards, saving hundreds of hours rebuilding them every year.
- Designed dashboards to provide information and allow interaction for 3,000+ hackers and sponsors, reducing the amount of emails sent.

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 (BASc), Spanish Minor
Class of 2023

EXTRACURRICULAR

UW/UX — Co-Lead & Branding Lead
MAY 2019 — PRESENT

- Redefined the visual identity; created a custom illustration library to produce assets more quickly.
- Organized events and ran workshops to grow the UW design community to 1,200+ students.

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, C++.