Asia Hoe
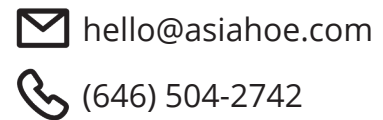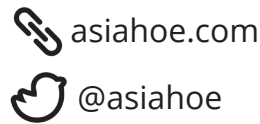
asiahoe.com

@asiahoe

hello@asiahoe.com

(646) 504-2742

Product Designer: Metis
Sept. 2014 — Present // New York, NY

Awarded full scholarship for 9 week full-time intensive bootcamp in UX & Front-End Development.

Developed 6 apps across product development cycle, from wireframes, to visual design, and front-end development.

UX/UI Designer: Sawhorse Media (Freelance)
May 2014 — August 2014 // New York, NY

Interviewed agency professionals to identify pain points in ticket sales process on Shorty Awards industry website. Designed interactive prototypes to guide new design iterations.

Senior Interaction Designer: Digitas Health (Freelance)
February 2014 — April 2014 // New York, NY

Led card sorting exercises to inform mental models, site maps, wireframes, heuristic analyses, and functional specifications docs in agile, fast-paced, and collaborative agency.

Clients include several Pfizer and Bristol-Myers Squibb brands for consumer and healthcare professional facing websites.

UI Designer: MeeGenius (Freelance)
November 2013 // New York, NY

Designed mobile and responsive user interfaces for subscription children's eBook iOS application under tight holiday deadlines.

UX/UI Designer: General Assembly
June 2013 — August 2013 // New York, NY

Enrolled in 8 week intensive UX design program. Designed 4 projects using multiple UX research methodologies from sketches to visual design, to interactive prototypes.

UX Designer: New York Life Insurance
January 2011 — May 2013 // Sleepy Hollow, NY

Led user interviews and tests with interactive prototypes for several highly-trafficked internal web applications.

Developed styleguides to govern best design practices.

User Experience Design

- User Testing & Interviews
- Personas, Scenarios
- Mental Models, Gap Analysis
- Sketching, Wireframing
- Interactive Prototypes
- Usability Heuristics
- Competitive Analysis

Front-End Development

- HTML5 & CSS3 + Sass
- JavaScript & jQuery
- Responsive Design
- WordPress + PHP & MySQL
- Email Marketing
- SEO

Visual Design & Prototyping

- Axure, Balsamiq, Invision, OmniGraffle
- Sketch 3
- Silverback
- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign

Additional Experience

- Co-Founder: Tech Under Thirty (Meetup)
- Mentorship: All Star Code
- Mentorship: KIPP NYC
- Broadcasting, Fundraising, Graphic Design, Social Media, Video Editing: Power Planeteers
- Journalism, Web Design: Girl Gamer Vogue, New York Life Employee Groups

Education

Bryn Mawr College — English
May 2010 // Bryn Mawr, PA

Related Coursework:

- Intro to Computing
- Intro to Data Structures