Asia Hoe
Product Designer

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👥 linkedin.com/in/asiah   <> github.com/asiahoe   💬 twitter.com/asiahoe

Education

Udacity
🎓 Front-End Development
📅 01/18–Present

Awarded full Grow with Google scholarship to 11-month nanodegree online program.

Metis
🎓 UX & Front-End Development
📅 09/14–12/14

Awarded full Designers + Geeks scholarship to full-time 8 week course.

General Assembly
🎓 UX Design Immersive
📅 06/11–08/11

Completed full-time 8 week course on UX and Research fundamentals.

Bryn Mawr College
🎓 B.A., English

Relevant coursework in computing and education. Published 40 page thesis.

Skills

Product Design
User Experience
User Research
Product Strategy
Content Strategy

Software
Sketch
InVision
Photoshop
Illustrator
InDesign

Development
HTML5
CSS3
Sass
Git
JavaScript

Professional Experience

Product Designer
🏢 2U
📅 07/15–06/18
📍 Brooklyn, NY

Led design for the mobile experiences on Android and iOS apps for students at online graduate degree programs at over 40 prestigious universities. Prioritized features with user research and analytics to ship user-friendly, accessible, performant, and FERPA compliant native white-label applications. Served as inagural member of the Diversity and Inclusion Steering Committee, and the Community Steering Committee.

Freelance Designer
🏢 Various Clients
📅 05/13–02/17
📍 New York, NY

Worked with clients to create user-friendly, responsive web applications and mobile experiences for a wide variety of users and use cases. Clients include Chan-Zuckerberg Initiative, Sawhorse Media, Digitas Health, and more.

UX Designer
🏢 New York Life Insurance
📅 01/11–05/13
📍 Sleepy Hollow, NY

Led user interviews and usability tests with interactive prototypes for internal web applications. Developed styleguides to govern best design practices. Led as Web Consultant and Journalist for multiple Employee Resource Groups.

Noteworthy

UX/UI Awardee
🏢 Innovators & Disruptors Awards
📅 10/17/18
📍 New York, NY

Awarded in the UX/UI category in recognition of impact as an advocate, mentor, and volunteer.

Speaker
🏢 Multiple Organizations
📅 02/16–10/18
📍 NY — MN

Speaker and advocate for mentorship, designing for good, and diversity and inclusion. Events include Catskills Conf, BrooklynJS, BRIC Stoop Series, and AIGA Design Conference.

Mentor, Instructor & Juror
🏢 Multiple Organizations
📅 01/13–Present
📍 New York, NY

Mentored students and young professionals on careers in tech, college apps and enrollment, portfolios, and more. Organizations include KIPP NYC, All Star Code, Black Girls Code, ScriptEd, Hexagon UX, Scholastic, and New York On Tech.