

ASHLEY HAY

Seeking Full- time
UX Research Opportunities

Portfolio
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PROFILE

I have a natural curiosity of human behavior. Strong critical thinking and problem-solving skills. I enjoy diving into complex problems and the satisfaction of meeting the needs and goals of people. I have exceptional collaborative and interpersonal skills, dynamic team player with well-developed written and verbal communication abilities

ACADEMIC EXPERIENCES

SPR. 2019

DATA ANALITICS SYSTEM | User-Centered Design

- Gain an understanding of how different phases of user – centered design relates to one another
- Hands on experience in user research, ideation, prototyping and evaluation of a product
- Increased ability to give oral presentations to explain research and generative design used to develop an underlying rationale for end product

SPR. 2019

UW PARKING GPS | Human-Computer Interaction

- Collaborating on a team project involving the design, prototyping, and testing of an application interface
- Creating a “next generation” application that meets the need of our primary personas, commuter students
- Conducting interviews, ethnographic research to empathize with the target users

WIN. 2019

WEBSITE REDESIGN | User-Centered Design

- Evaluating websites based on good design principles, heuristics and ethics
- Improving skills in design-based problem solving and design thinking
- Applying research technique including interviews, surveys, personas, scenarios and ethnography
- Analyzing qualitative and quantitative data to empathize with the primary users
- Developing a set of recommendations for stockholders on how to improve the usability of the website

LEADERSHIP SKILLS

PRESENT -
FEB. 2019

TRESURER | IXDA @ UWB

EDUCATION

PRESENT -
JAN. 2018

UNIVERSITY OF WASHINGTON BOTHELL

B.A., Applied Computing
Minor Human Computer Interaction

SKILLS

RESEARCH

Usability study
Heuristic Evaluation
Ethnographic Study
Competitive Analysis
Survey & Statistical Analysis
Generative/User interview

DESIGN

User- Center Design
Accessibility
Journey Maps
Personas & Scenarios
Wireframing
Prototyping
Participatory Design
Mock-ups
Storyboarding

TOOLS

InVision
Wireframe Pro
Sketchbook
Squarespace
Visual studio code
Notepad++