

# ASHLEY HAY

Seeking Full-time  
UX Engineer & UX Researcher  
Opportunities

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## PROFILE

I have a natural curiosity of human behavior. Strong critical thinking and problem-solving skills. I enjoy diving deep into complex problems spaces. I strive to meet the needs and goals of people. I have exceptional collaborative and interpersonal skills. I'm a dynamic team player with well-developed written and verbal communication abilities.

## ACADEMIC EXPERIENCES

SUM. 2019 **DAILY BUDGET APP** | Web Development

- Developing a mobile application that calculates your daily budget by user's monthly income and expenses
- Coding with React, deploying and hosting with Firebase
- Utilizing Git and GitHub for code version control
- Creating a prototype on Figma
- Utilizing React UI kits for quality design
- Creating a UI that follows user-centered design principles

SPR. 2019 **UW PARKING GPS** | Human-Computer Interaction

- Designing a UI for a GPS app for the University of Washington Bothell that improves the on-campus parking experience of commuters
- 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 and ethnographic research to empathize with the target users

SPR. 2019 **DATA ANALYTICS SYSTEM** | User-Centered Design

- Creating a UI for a data analytics desktop application for librarians
- 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
- Practicing oral presentations to explain research and generative design used to develop an underlying rationale for end product

## LEADERSHIP SKILLS

FEB. 2019 -  
PRESENT **CO-FOUNDER, TREASURER** | IxDA @ UWB

## EDUCATION

JAN. 2018 -  
PRESENT

**UNIVERSITY OF WASHINGTON BOTHELL**

B.A. Applied Computing  
Minor: Human Computer Interaction

## SKILLS

### RESEARCH

Heuristic Evaluation  
Ethnographic Study/Usability Study  
Competitive Analysis  
User Interview/ Surveys  
Thematic Analysis  
Affinity Diagramming

### DESIGN

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

### TOOLS

MAXQDA  
Wireframe Pro  
Sketchbook  
Visual Studio Code  
Figma  
Lucidchart  
Git/GitHub

### LANGUAGES

HTML5/CSS3/JavaScript  
React.JS  
Java  
Python