

ASHLEY HAY

Seeking Full-time
UX Research 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 and the satisfaction of meeting 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
 - Using create-react-app, HTML, CSS and JavaScript and deployed and hosted by 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
- 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

- SPR. 2019 **DATA ANALYTICS 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

LEADERSHIP SKILLS

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

EDUCATION

PRESENT - JAN. 2018 **UNIVERSITY OF WASHINGTON BOTHELL**
B.A. Applied Computing
Minor: Human Computer Interaction

SKILLS

RESEARCH

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

DESIGN

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

TOOLS

InVision
Wireframe Pro
Sketchbook
Visual Studio Code
Figma

LANGUAGES

HTML5 & CSS3
JavaScript
React.JS
Java
Python