



Ashley Wu

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👋 Hi! My name is Ashley and I am a Product Designer and dog lover based in Vancouver, B.C. I help create digital experiences and tangible products.

skills Figma Sketch Adobe CC Invision Zeplin Principle HTML/CSS Maze Miro Mural Whimsical

competencies User Experience Design User Interface Design Usability Testing Wireframing Prototyping

experience **Product Designer/Strategist** February 2022- Present

[Engine Digital](#)

Lead Strategist for a printing application. Facilitated workshops to identify the problem area to drive the solution with business goals and user needs. Conducted user testing through user interviews through clickable prototypes. Delivered solutions through designs and fully utilizing the client's Design System to align with branding and design consistency.

Product Designer September 2018- February 2022

[Cognizant Softvision](#)

Design lead for an e-commerce application on iOS and Android platforms that generated over 460,000 downloads with over 300,000 active users. As a continuous effort to bring out new features, I take initiative in feature prioritization syncs with the business to map out future features in the coming sprints. Utilized client's Design System to help scale and maintain the product.

Teacher Assistant & Events Assistant May 2017-July 2017

[Simon Fraser University](#)

Set up and troubleshooted 3D Printers. Organized logistics and prepared TinkerCAD resources. De-bugged student's prototypes on the TinkerCAD program and re-rendered them to satisfy the 3D Printer requirements.

Graphic Designer December 2016-May 2017

[Enactus SFU](#)

Lead graphic designer for the Regional and National team for Coast Card Enactus SFU. Filmed and edited videos, and created content slides for the presentation within a three month time-frame.

education **Bachelor of Arts - Interactive Arts & Technology** September 2013-2019
Simon Fraser University

certificates **Advanced Google Analytics** January 2021
Google Analytics Academy

Digital Project Management August 2020
SuperHi

Human-Centered Service Design February 2019
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