Ashley Miao

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Skills

Design

Needfinding
Researching
Wireframing
Prototyping
Interaction design
UI design
Content design
Branding

User Research

Interviews
Usability testing
Card sorting
Cognitive walkthroughs

Tools

Sketch
Figma
Flinto
InVision
Photoshop
Illustrator

Programming

HTML
CSS
JavaScript

Education

University of California, Los Angeles

Expecting Class of 2020, GPA: 3.5
Linguistics and Computer Science, B.A., Honors College

Experience

Jr. UI/UX Designer at Playfull

October 2018 - Present

UI/UX Design Intern at Playfull

June 2018 - September 2018
Led the development and design of the first-time user experience and transaction history for iOS app. Helped increase funnel completion rate by 11%. Conducted research and analyzed user data to propose new features. Led each phase of the design process, including diagramming user flows, wireframing, prototyping, user testing, and interactions.

Developer & Designer at Bruinwalk, UCLA

Oct 2017 - Present
Working as a front end developer and designer for Bruinwalk, a platform for students to review classes, professors, and housing. Redesigning apartment search feature. Conducted user interviews to verify problem space. Creating user flows and wireframes.

Director of Marketing at Alpha Kappa Psi. UCLA

June 2017 - Present
Led programming of fall recruitment event and 7 committees. Formed partnerships with 8 companies and raised over $1650 in sponsorships. Developed cohesive branding and voice for social media and design team. Created physical and digital marketing assets, including flyers, shirts, and digital banners.