

# Ashlimarie Dong

## User Experience Designer

<http://ashlimariedong.com>

ashlimarie@gmail.com

(206) 788-6739

Distilling complex problems into straightforward & elegant user experiences by putting our users first and utilizing iterative design techniques.

### Platform experience

### Primary design tools

Autonomous vehicles	Sketch & Zeplin
Infotainment systems	Photoshop & Illustrator
Voice user interfaces (VUI)	Invision
IoT devices	Framer
Native mobile apps	Adobe After Effects
Responsive websites	HTML, CSS & JS

### Strengths

- User-centered design
- Design systems
- High-fidelity interactive prototypes
- Interface design
- UX and interaction design direction
- Cross-functional collaboration
- Product requirement gathering
- Design thinking workshops

### Patents

System and method for in-vehicle display with integrated object detection. 20190094040

Filed: Apr 11, 2018. Patent Pending

Variable audible-alert device. 10205428

Filed: Oct 31, 2017. Granted: Feb 12, 2019

Display screen with a graphical user interface or portion thereof. D855641

Filed: Sep 27, 2017. Granted: Aug 6, 2019

## Experience

### Toyota Research Institute Interaction Designer

FEB 17  
OCT 19  
Defined driver experiences for autonomous systems by incorporating research and collaborating with engineers, and directed design efforts both in-car and in-simulation for quantitative studies and demonstrations, including CES

Designed a passenger experience design system by working cross-functionally with engineers and directing other designers

Structured and ran design thinking workshops to build a shared understanding of HMI principles across teams and different organizations

### INRIX User Experience Designer

JUN 15  
SEP 16  
Designed and prototyped app flows and visuals for an in-car infotainment system, and traffic report widgets for Android mobile and IoT devices to expand the business and partnerships

Designed the in-app community experience to gamify the crowdsourcing experience, and was launched to the 1+ million app users

### UpTop, Agency User Experience Designer

OCT 13  
JUN 15  
Designed product features and payment solutions for Amazon Pay; design solutions implemented in ecommerce shops showed decreased checkout times and improved conversion rates by 34%

Designed web-based dashboard solutions for Amazon Pay and Microsoft

### Big Fish Games User Experience Designer

SEP 12  
AUG 13  
Redesigned the homepage and dropdown menu experience and refined the design and interactions per usability test results. Web analytics show the redesign increased discoverability of popular games across different platforms

Worked on information architecture, flow diagrams, and iconography concepts for the game streaming tablet app experience

### Ritani User Interface Developer

MAY 12  
AUG 12  
Developed reusable UI components and interactions for the website, and worked with designers to align on the vision and pixel-perfection across different browsers. The outcome was a successful launch showcasing an engaging experience of discovering and choosing the perfect diamond

## Education

### University of Washington

Human-Centered Design & Engineering, Human-Computer Interaction Bachelor of Science Degree

SEP 07  
AUG 11  
Annual Dean's List Honors recipient in 2010-2011

Involved in an HCI gamification research group; created online user surveys to evaluate how often participants how they perceive video games and how often they engage in digital activities

Worked in the department's usability lab to help students and instructors set up and use Tobii Eye Tracking hardware, survey tools, and smart whiteboards