

Ashlimarie Dong

User Experience Designer

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Professional Experience

INRIX, User Experience Designer

Jun 2015 - Sep 2016

Conducted research, discovered primary use cases, built interactions, and created interfaces for a smart home experience; the designs were used for sales demonstrations across different mobile, TV, and smart appliance companies

Conceptualized and established design patterns for connected car apps, such as iHeartRadio and TripAdvisor, leading to the successful launch of the new OpenCar OS profile

Created visuals and built prototypes for the updated Android and iOS INRIX traffic app with over one million users

Facilitated design brainstorming sessions to generate ideas and validate problem spaces across the product offerings that started new initiatives from the design team

Created user flows, wireframes, and visuals for an analytics dashboard used in sales pitches to different automotive companies

UpTop, Mid-Level User Experience Designer

Major Clients: Microsoft, Amazon Payments, Realtor.com

Oct 2013 - Jun 2015

Wrote user stories, built user flows, created wireframes, visuals, and prototypes, and contributed to usability testing for a successful launch of Amazon Prime Pass

Built user flows and prototypes for the Login with Amazon desktop and mobile website experiences; they were implemented on merchant websites which reduced checkout time by over 70 seconds

Refined features, visuals, and interactions per primary and edge use cases for a Microsoft app store KPI dashboard tool

Extended user flows and designs, established design patterns, and created redlines for the Realtor.com Windows 8 app

Platform Experience

Android Wear
Android Apps
Connected Car
Tizen OS
Smart TV
Smart Home
Windows Apps
iOS Apps
Responsive Websites

Practiced Skills

User Flows
Brainstorm Sessions
Storyboards
Wireframes
Prototypes
Interaction Design
Information Architecture
Visual Design
Content Strategy
Competitive Analysis
Usability Testing
User Research
Web Standards

Design Toolkit

Sketch
Illustrator
Photoshop
Pen & Paper
Axure
Framer.js
InVision App
UserTesting.com
Trello
Zeplin
HTML5 & CSS3
JavaScript & jQuery

Professional Experience, Continued

Big Fish, User Experience Designer

Sep 2012 - Aug 2013

Created design patterns, built HTML and CSS prototypes for usability tests, and collaborated with design team, developers, and PMs to update the Big Fish website to include the mobile catalog of 150+ games with over 2 million downloads

Worked on the end-to-end design process, from building user flows and information architecture to creating visuals and iconography, for the Big Fish streaming app on Windows 8

Integrated rapid prototyping techniques to convey user flows and user interactions for developers and stakeholders to improve iOS and Android portions of the Big Fish website

Ritani, User Interface Developer

May 2012 - Aug 2012

Worked with the design team to ensure the experience was translated properly on the website

Optimized web application efficiency by integrating Ruby on Rails code with HTML and CSS

Developed animations with jQuery to enhance user interactions

Education

University of Washington, Bachelor of Science Degree

Human Centered Design & Engineering, Human-Computer Interaction

2007 - 2011

Learned the design process by taking classes in interaction design, design principles, visual design, information architecture, and user research

Took classes in web development and product management to better understand cross-function collaboration and communication techniques

Helped conduct user research to validate whether people concerned with cognitive decline would use an app to improve their health

Worked in the department's research lab (LUTE) and assisted students, lecturers, and professors using the eye-tracking software and usability testing software