

Ashlimarie Dong

User Experience Designer

<http://ashlimariedong.com>
ashlimarie@gmail.com
(206) 788-6739

Professional Experience

Toyota Research Institute (TRI)

Feb 2017 - Current

Interaction Designer

Creating task flows, interaction diagrams, prototypes, and specification documents for collaboration with designers, researchers, and engineers

Extending our design language to unify experiences across different products, including autonomous vehicles

Collaborating across different teams to verify tested interactions and visuals are accurately reflected on bench tests prior to in-car testing

Presenting design concepts, progress, and findings across different divisions to increase transparency and build a common design language

INRIX

Jun 2015 - Sep 2016

User Experience Designer

Observed and surveyed IoT users to learn their behaviors and goals to discover primary use cases

Created flows, interactions, and visuals for smart home and connected car experiences

Created and established patterns for OpenCar app flows and layouts

Facilitated design team brainstorm sessions to generate ideas and validate problem spaces

Designed concepts for an OEM analytics dashboard

Extended designs, interactions, and flows for a standalone mobile app

UpTop

Oct 2013 - Jun 2015

User Experience Designer

Collaborated with project managers in project discovery phases to define and refine scope of project and set an approximate time schedule per client needs

Strategized product design with clients through group discussions, whiteboarding, and low fidelity prototyping

Designed adaptive interfaces to maintain a consistent user experience across mobile and desktop platforms

Built prototypes based on primary use cases and business requirements for client presentations, proposals, and final hand-offs

Produced redlines and production-level design elements to improve design accuracy on hand-off

Platform Experience

Autonomous Vehicles
Infotainment Systems
Voice User Interfaces (VUI)
Smartwatches
IoT Devices
Android Apps
Responsive Websites

Design Methods

User Flows
Interactive Prototypes
Information Architecture
Wireframes
Visual Design
Storyboards
Content Strategy
Brainstorming Sessions
Competitive Analysis
Usability Testing
User Research
Specification Documents

Design Toolkit

Sketch
Illustrator
Photoshop
Axure
Framer.js
After Effects
InVision App
HTML5 & CSS3
JavaScript & jQuery
UserTesting.com
Tobii Eye Tracking
Zeplin

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Professional Experience (Continued)

Big Fish Games User Experience Designer

Sep 2012 - Aug 2013

Designed high-fidelity compositions in quick iterations to build and refine proposals with stakeholders for sign-off before development phases

Generalized specific design components to help reduce development costs

Built prototypes with both Axure and HTML, CSS, and jQuery for usability tests

Integrated rapid prototyping techniques to convey user flows and user interactions for developers and stakeholders

Worked with developers to validate interfaces and interactions

Ritani

May 2012 - Aug 2012

User Interface Developer

Redlined high-fidelity designs to ensure pixel perfect designs while adhering to a grid system

Sketched, designed, and developed web components that adhered to cross-browser compatibility

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

Developed engaging interactions with jQuery

Education

University of Washington

Sep 2007 - Aug 2011

Human Centered Design & Engineering, HCI Bachelor of Science Degree

Took courses on Information architecture, visual design principles, user research techniques, Interaction design, web development, project management

Participated in a gamification research group with other HCI student, and a health care project with Computer Science majors

Worked in the department's research lab and helped students, lecturers, and professors use research tools

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Autonomous Vehicles

Infotainment Systems

Voice User Interfaces (VUI)

Smartwatches

IoT Devices

Android Apps

Responsive Websites

Design Methods

User Flows

Interactive Prototypes

Information Architecture

Wireframes

Visual Design

Storyboards

Content Strategy

Brainstorming Sessions

Competitive Analysis

Usability Testing

User Research

Specification Documents

Design Toolkit

Sketch

Illustrator

Photoshop

Axure

Framer.js

After Effects

InVision App

HTML5 & CSS3

JavaScript & jQuery

Usertesting.com

Tobii Eye Tracking

Zeplin