



ASHLEY YEO

PRODUCT DESIGNER

ABOUT

Curious UX Designer with 5+ years of experience in solving problems for users. A strategic thinker inspired to build understandable and delightful products & services through a Human-Centered Design mindset.

EXPERIENCE

2021 – Present

Senior Product Designer – CVS Health

Designed digital platforms for pharmacy benefit management and conducted UX research following the human-centered design principles to develop end-to-end workflow and enterprise-level products for internal users. Collaborated with engineers and business product managers to define problem space and ideate solutions following Agile methodologies.

2019 – 2021

UX Designer – Sage Digital Marketing, Inc.

Developed user interaction concepts by sketching and prototyping into wireframes of web and mobile platforms. Illustrated and animated storyboards using Figma, Illustrator, and After Effects. Designed micro-interaction designs of a graph and chart for the web/motion designs based on UX research.

PROJECTS

February – June 2021

UX/UI Designer – NASA, Corporate Sponsored Project

Collaborated with a team of designers and engineers on Astrobee, an AI free-flying robot. Reimagined the concept of space tourism by iterating potential solutions, building a UI design system, and 3-D models reflecting design intentions, user insights, and UX research.

2018 – 2020

UX/UI Designer – Contract, Freelance

Developed Interaction and UX/UI design projects for AI, e-commerce, fintech, health, and wellness web/mobile applications by creating case studies, user flows, wireframes, prototypes, and mockups.

EDUCATION

2020 – 2021

Master's in UX/Interaction Design – Academy of Art University

2010 – 2013

Bachelor's in Art History – University of California, Berkeley

CONTACT

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ACCOMPLISHMENTS

2022 Fall

Human-Centered Design Workshop
– CVS Health

2021 – Present

UX Design Certification
– Google

2021 Summer

Presidential Scholarship
– Academy of Art University

2019 – Present

Featured Designer
– CCC Design Gallery, San Francisco

SKILLS

Strategic Thinking Skill
Graphic Design
Interaction Design
Illustrations
Motion Design
Human-Centered Design (HCD)
User Experience Design
User Interface Design
Usability Testing
Web/Mobile Design

TOOLS

Figma
Sketch
InVision
HTML/CSS/JavaScript
Adobe Creative Suite
Rally/Jira/Pivotal Tracker
Miro

LANGUAGES

English & Korean