

Ashley Fan

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EDUCATION

Rhode Island School of Design

Sep 2020 - Jun 2024

BFA Industrial Design

Front-end courses at Brown University

Honored graduate, 3.8/4.0 GPA

SKILLS

Tools & Softwares

Figma • Sketch • InVision • Adobe XD

Photoshop • After Effects • Illustrator

HTML • CSS • JavaScript

Webflow • SolidWorks • Rhino

Design

UX & UI Design • Interaction Design

Prototyping • Wireframing • Branding

Visual Design • Design Systems

Illustration • Animation • Motion

Research

Survey • Interview • User Flow

Contextual Inquiry • Comparative analysis

Heuristic evaluation • Usability testing

Storyboarding • Journey Mapping

Data & Information Visualization

AWARDS

2023 NASA SUITS AR Finalist

2021 Apple WWDC Scholarship Winner

2020 Apple WWDC Scholarship Winner

Semester honors 2021, 2022, 2023, 2024

WORK EXPERIENCE

Amazon / UX designer

Aug 2024 - Present | Seattle, Washington

Spearheaded the redesign of the onboarding experience for **1.6M+ employees**. Collaborated with PMs and developers to define business goals and iterated on prototypes through 3 agile design sprints based on design feedback.

AskSia.AI (Series A AI startup) / Product Designer

Dec 2023 - Jul 2024 | Remote

Sole designer for an **AI tutor** platform targeting college and high school students. Launched home, product, and payment pages, improving SEO by 20% and **driving \$50K in additional revenue**. Leveraged Google Analytics to incorporate quantitative feedback, resulting in a **32% increase in site clicks**.

Amazon / UX Designer Intern

Jun 2022 - Sep 2022 & Jun 2023 - Sep 2023 | Seattle, Washington

Aligned with PMs, engineers, and designers on **2 core B2B web projects** + side projects. Created a high-fidelity prototype from **0 to 1** for the promotion tool "Promote," **launched in Q2 2022**. Designed a scalable 'People Recommender' pattern to expedite the people-finding process, launched in Q1 2024, **resulting in a 23% increase** in task completion rates for 30K+ managers. Shipped 3 components to the Figma library.

Tencent (\$400 billion Tech giant in China) / Design Intern

Jun 2021 - Sep 2021 | Shenzhen, China

Crafted an prototype to enhance the learning experience for Growth Planet, a charitable educational app. Assisted the design director with brand identity, publication design, and social media content. Collaborated with multiple clients, including **ATD, VMware, and Roblox**.

PROJECT EXPERIENCE

NASA SUITS (NASA held AR challenge) / Product Design Lead

Sep 2022 - May 2023 | Providence, Rhode Island

Revamped NASA SUITS club to provide project opportunities for students interested in UX. Led a cross-functional team of 20+ to develop an **award-winning AR tool** to assist astronauts in completing lunar missions. 1 of 10 teams nationwide to conduct usability testing **at NASA Johnson Space Center**.

Mini Synth (Android music web app) / Product Designer

Mar 2023 - May 2023 | Providence, Rhode Island

Designed, prototyped, and tested Mini Synth, an Android music web app sponsored by **Samsung and MIT**. Developed a visual design system and collaborated with developers to implement features such as dark mode, sound beat visualization, and file saving. Featured in **RISD News** following its launch in May 2023.