

# Ashley Yoon

 <https://ashleyoon.github.io/>

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## Education

### Northeastern University

GPA: 3.9 | Candidate for Bachelor of Science in Computer Science and Design

#### Relevant Coursework

Principles of Human-Computer Interaction, Design Perspectives, Design Process + Practices, Typographic Systems, Elements of Visual Composition, Fundamentals of Computer Science 1 & 2, Program Design and Implementation 2, Discrete Structures

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## Projects

### Page to Pillow — UI/UX Designer

March 2025

Led UX/UI design for a mobile wellness app addressing sleep quality and reading habits among college students and adults with insomnia. Conducted competitive analysis and user research to identify reading as an underutilized wind-down method, then designed a solution combining intelligent sleep scheduling with personalized book recommendations. Created comprehensive prototypes in Figma featuring accessible color palettes (WCAG-compliant), intuitive four page navigation, and typography users rated 10/10 for readability. Iterated designs through multiple usability testing rounds, incorporating feedback on clickable areas and onboarding flow to improve user experience and accessibility.

### Amealgo — UI/UX Designer

March 2025

Applied comprehensive UX design methodology to create a community-focused mobile app, beginning with user research, persona development, stakeholder relationship diagrams, and hierarchical task analysis diagrams to map complex interaction patterns and task flows. Systematically progressed from storyboards and paper prototypes through low-fidelity wireframes to high-fidelity Figma designs. Conducted user research, created personas, developed user flows and facilitated multiple user testing sessions throughout the design process, gathering qualitative and quantitative feedback to iterate on recipe discovery features and community interaction patterns.

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## Experience

### Northeastern University — Learning Experience Design Assistant

Sep 2025

Provided technical support to faculty and staff on Canvas, Panopto, Zoom, Teams, and other instructional technologies. Assisted in building, testing, and improving online, hybrid, and in-person courses.

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## Skills

### Design

Figma, InDesign, Photoshop, Illustrator, Miro, Storyboarding, Affinity Diagramming, A/B testing

### Technical

Java, Kotlin, JUnit, IntelliJ IDEA, VS Code, GitHub, Git, HTML/CSS, JavaScript

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## Additional

### Languages

English and Korean

### Activities

Khouri College of Computer Sciences Undergraduate Student Advisory Board, Korean American Student Association, NU Women in Tech, EcoScholars (teach elementary schools about the environment), LEAD360 leadership program