# Ashley Xu

UX Designer

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## Experience

### PLUS - Personalized Learning Squared • Product Designer

Pittsburgh, PA | Sep 2025 - Present

- Developed and maintained a **design system** using atomic design principles, producing documentation for styles and components to enhance visual consistency and design scalability across platforms for 500+ tutors.
- Collaborated with designers and developers to **streamline adoption between Figma and code**, improving consistency and workflow efficiency.

### Open Learning Initiative & REAL CHEM • UX Designer

Pittsburgh, PA | Feb 2025 - July 2025

- **Led the redesign of the student homepage,** iterated through **3 testing rounds** and insights from **25 student interviews**. Created **96 low- to high-fidelity prototypes** in collaboration with product, subject matter experts and data teams.
- Designed and launched the **DOT onboarding page** and implemented **79 AI prompts** in Summer 2025 RealChem1, reaching **373 students** and generating 941 total interactions; DOT AI awareness rose from **44% → 100%**.

### CMU HCI Institute • Research Assistant

Pittsburgh, PA | Nov 2024 - Aug 2025

- Conducted a prototyping activity and an in-depth classroom exploratory study with **2 teachers and 155 students** on a multi-modal based teacher-reflection tool.
- Designed and iterated 6 rounds of activities and protocols, synthesizing qualitative and quantitative data into actionable design recommendations.

### University of San Diego • UX Designer & UX Engineer

San Diego, CA | June 2023 - May 2024

- Conducted **17 user interviews** and analyzed **500+ sources** utilizing affinity diagrams, identifying **8 key themes** for effective lab experiences.
- **Led a cross-functional team** to design an AI orchestration tool with an instructor dashboard, anonymous discussion forum, and personalized feedback features, improving real-time lab support and collaboration.

## Selected Projects

### Phipps Conservatory (Client project) • UX Designer

Pittsburgh, CA | Jan 2025 - May 2025

- **Designed a 0-1 interactive exhibition** reframing plants as technology, using research, focus groups, and prototyping to deliver a hands-on sustainability experience with positive client feedback.

## Education

### Carnegie Mellon University

Sep 2024 - Dec 2025

M.S. in Educational Technology and Applied Learning Sciences

Human-Computer Interaction Institute

### University of San Diego

Sep 2020 - May 2024

B.S. in Computer Science

Departmental Honors in Computer Science

## Skills

| Design | Research |
| --- | --- |
| Interaction Design | Contextual Inquiry |
| System Design | Interviews |
| Information Architecture | Surveys |
| Storyboarding | Prompt Engineering |
| Wireframing | Competitive Analysis |
| Prototyping | Journey Mapping |
| User Flows | Affinity Mapping |
| Service Design | Speed Dating |
| Data Visualization | Usability Testing |
| | A/B Testing |

| Tools | Code |
| --- | --- |
| Figma | Python |
| Adobe Creative Suite | Java |
| Sketch | JavaScript |
| Miro | HTML/CSS |
| Github | C/C++ |

## Publications

Understanding Support Needs in Computer Science Labs. ACM SIGCSE 2024