



**OBJECTIVE** Energetic and self-motivated UX designer who values continually raising the customer experience bar and applies attention to detail, strong organizational skills, and a deadline-driven mentality towards her projects.

**QUALIFICATIONS** Optimistic individual with strong communication skills and an eagerness for constructive feedback  
Quick learner with a propensity to solve problems in an efficient and meticulous manner  
Detail-oriented designer with ability to multi-task with ease  
Ability to thrive in dynamic work environments and adapt to both team and individual projects  
Proficient in Adobe Photoshop, Illustrator, InDesign, and Dreamweaver

**EDUCATION** **B.A., Fine Arts, Digital Design Emphasis** **University of Seville, Spain**  
Seattle University, Seattle, Washington Sept. 2007-Dec. 2007  
Minor: Spanish Language  
Graduated: June 2009

**WORK EXPERIENCE** **Amazon.com, Video Advertising; User Experience Designer**  
April 2012-December 2012  
Responsible for designing the UX architecture, interaction flow, and aesthetics of video advertising on Amazon.com. Developing wireframes to high fidelity mockups to create elegant, intuitive user interfaces that meet business needs and provide the best user experience.

**Amazon.com, AmazonWireless; User Interface/Graphic Design Contractor (internal)**  
May 2011-April 2012  
Developed highest quality user experience on AmazonWireless.com working with developers, project managers, and marketing team in fast-paced environment. Designed mockups, flow charts, and graphic items needed for the website. Lead designer in a re-design of AmazonWireless.com.

**Amazon.com, Amazon Appstore; Graphic Design Contractor (external)**  
June 2010-April 2012  
Designed web graphics for the Amazon Appstore, Beauty, Home Entertainment, Camera, Amazon Encore, Warehouse Deals, Watches & Jewelry, and Amazon Industrial. Implemented existing and new forms of web graphics as Amazon brand develops.

**AsiaDesign; Freelance Designer**  
April 2008-April 2012  
Designed corporate & individual identity collateral, advertising materials, logos, posters, promotional materials, websites, web graphics, and much more.

**Amazon.com, Retail Design Team; Design Intern**  
March 2009-Aug. 2009  
Created over 850 promotional and seasonal web graphics for the Amazon.com website.

**Seattle University, Student Activities Office; Graphic Designer**  
Sept. 2008-June 2009  
Designed communication materials such as posters, flyers, and handouts for events on- and off-campus.

**SHOWS & AWARDS** **Peet's Anniversary T-shirt Design Contest 2010, Peet's Coffee & Tea**  
1st place, limited edition T-shirts printed and distributed to all Peet's employees  
April 2010

**Steal This Idea 2009 Competition, ACUI**  
Honorable Mention, Two-Color Poster Category  
March 2009



## RECOMMENDATIONS

“Asia is an incredible designer with amazing work ethic. She truly "owns" what she's working on from concept to completion. Asia brings a great aesthetic eye, amazing design skills, even a bit of editorial input, and dedication to every project she's involved in. I worked with Asia on the Amazon Appstore through launch, on the Amazon Sports team where she created all of the logos and artwork to launch the Amazon Athlete brand, and recently on the video ads team. When Asia joined the video ads team she came in as a UI designer and continued to excel at visual design. She also stepped up to own UX and was promoted while on the team to our UX designer where she wound up wearing two hats - UX and visual design. I hope to work with Asia again someday!”

**-Amber Taylor**

**Sr. Product Manager at Amazon.com**

“Asia is a wonderful designer who has a lot of experience with both visual and UX design. She worked with the Amazon Appstore team in a visual design capacity and with the AmazonWireless team as their primary UX designer during a major redesign.

Asia is exceptionally good at “design thinking” – working through a customer experience in a very visual way, questioning the why and how every step of the way. She’s incredibly collaborative, but also able to work independently and innovate on her own. This is her sweet spot. She’s not only good at creating initial concepts and wireframes, she’s extremely fast at iterating on them so that you can expect to see something come together one way and then multiple possibilities turned around just as quickly post-review.

We have always been extremely pleased with the designs Asia produces. She's a perfectionist, but in a speedy way. She'll take the time to learn all of the requirements and then work within the parameters to come up with designs that are fun and compelling and intuitive. I fully endorse Asia in a design role.”

**-Alana Kelton**

**Sr. Program Manager at Amazon.com**

“Asia joined my UX team on about a weekly basis for design reviews and was incredibly helpful, cheery and pleasant to work with. Not only does she have a keen eye for design, but her feedback is helpful and actionable. She also utilized our team for design feedback for her video player project and I was impressed by the range of rock-solid designs she would present at every meeting.”

**-Chris Furniss**

**Visual/UX Designer at Amazon.com**

“Asia is a great designer. She is very focused on the customer experience and her designs are always clean and elegant. She works very well in a team and can communicate effectively. Several times she was asked to create some designs on a short notice and I was always surprised on how fast she was able to produce great quality work.”

**-Alexandru Indrei**

**Software Development Engineer at Amazon.com**