

Ashley Hu

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EDUCATION

SAVANNAH COLLEGE OF ART AND DESIGN

Service Design, Master of Fine Arts

Savannah, GA

May 2020 – Nov 2023

EXPERIENCE

STRATEGIC DESIGN INTERN

Boston Consulting Group

Seattle, WA

2023/06 - 09

- Planned and conducted semi-structured interviews to understand customer needs and generate behavior-driven insights through qualitative & quantitative methods, defining current business offering experiences for small business owners.
- Strategically designed touchpoints for fintech banking services by analyzing the existing customer journey and market share. This tailored approach aims to enhance conversion rates, capture a more significant market segment, and subsequently boost revenue.
- Tested design features, concepts, and value propositions with SMBs and delivered the final concept to the client.

SERVICE DESIGN/RESEARCH LEAD

Mayo Clinic

Hybrid

2023/01 - 04

- Led end-to-end service design case for Mayo Clinic, collaborating with cross-functional teams to improve virtual experiences for physicians and drive business growth.
- Conducted interviews with physicians to understand pain points, delivered service maps, and designed innovative solutions from insights.
- Facilitated 2 co-creation workshops with clients, fostering a collaborative environment and generating innovative solutions to complex business/ consumer challenges.

SERVICE DESIGNER

Emmaus House

Savannah, GA

2022/09-11

- Co-led the redesign of the “Clothing Closet” service system to improve the efficiency of the internal organization of volunteer schedules and the external process of providing clothing for those in need.
- Conducted research, including observation and interviews, culture probes, and service mapping.
- Facilitated co-create workshops and developed internal and external process enhancements with stakeholders.
- Coordinated with stakeholders to implement immediate solutions and provided short/long-term solutions within the clothing distribution and storage for an ongoing community resource.

SERVICE DESIGN INTERN

First Horizon Bank

Memphis, TN

2022/06—08

- Analyzed the user experiences of 2 cross-platforms through data synthesis and built service visualizations, such as service design blueprints, to analyze current consumer lending experiences.
- Redesigned interdepartmental communication to drastically decrease loan closing time and increase customer satisfaction rate.
- Conducted interviews with diverse participants, from executives to front-line bankers, to understand the entire lending service process, therefore finding opportunities for the loan process improvement.

UX DESIGNER

Capgemini

Shanghai, CN

2020/10—2021/06

- Increased staff working efficiency by designing the interaction prototype, following up with development, and conducting usability testing of the internal system for the B2B forklift product.
- Conducted market research and competitive analysis, evaluated industry trends across the automobile industry, and delivered the final design of the Volvo Car Automation APP control interactions to improve customer experience.

SKILLS

DESIGN STRATEGY: Customer Experience (CX), Blue Ocean Strategy, Business Acumen

RESEARCH & INNOVATION: Workshop Design & Facilitation, Prototyping & Pilot, Contextual Research & Ethnograph, Usability Testing, Competitive Analysis, Personas

SERVICE DESIGN: Service Design Blueprint, Empathy Map, Storyboarding, Business Canvas Model, Stakeholder Map, Customer Journey Map

