Ashlimarie (Ashli) Dong
User Experience Designer

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UX Designer with 10+ years of experience, specializing in intuitive interfaces for the future of human-machine and robot collaboration. I design across screens, spatial environments, and multimodal inputs to distill complex systems into streamlined human-centered solutions.

Domain Expertise

Devices: Wearables; Home Robotics; Autonomous Vehicles; Automotive Infotainment Systems; Phone, Tablet, and Desktop Apps

Emerging Technologies: LLMs & VUI

Consumer Platforms: Smart Displays, Native Mobile Apps, Adaptive Websites

Primary Design Tools

Figma
Photoshop, Illustrator, After Effects
Claude, ChatGPT, Runway
HTML, CSS & JS, Storybook
UserTesting, Qualtrics

Strengths x Core Competencies

E2E user-centered design
Design strategy leadership
Cross-functional collaboration
Qualitative & mixed-methods research
Design thinking & workshop facilitation
Information architecture & system design
Scalable, multi-surface design
Visual design systems
Prototyping & validation
HW & SW interaction specifications

Patents

System and method for in-vehicle display with integrated object detection. 10648832 Filed: Apr 11, 2018. Granted: May 12, 2020

Variable audible-alert device. 10205428 Filed: Oct 31, 2017. Granted: Feb 12, 2019

Display screen with a graphical user interface or portion thereof. D855641 Filed: Sep 27, 2017. Granted: Aug 6, 2019

Work experience

Amazon, March 2021 - Current

- Emerging consumer devices: Designed end-to-end streaming and photo experiences and scaled the Alexa app design system for new devices
- Smart delivery glasses: Created interaction models for emergency scenarios and established error handling specifications
- Echo Show devices: Designed authentication and authorization mechanisms to reduce onboarding friction and enhance app security

Ditto, May 2020 - February 2021

- AR glasses try-on experience: Redesigned the core design system for screen-size scalability, adapting UI components for augmented reality try-on

Toyota Research Institute, February 2017 - October 2019

- Tokyo Olympics autonomous fleet: Designed in-car multimodal experiences supporting Level-4 autonomous driving, collaborating with cross-regional counterparts and external design agencies
- Concept vehicle & in-car agent: Defined passenger and driver experiences with an integrated AI agent, directing in-car and simulation studies
- Shared control driving system: Architected foundational passenger experience design systems and driver HMI for shared-control environments, bridging quantitative research with engineering implementation

INRIX, June 2015 - September 2016

- In-car infotainment: Designed and prototyped application flows and UI for an in-car system, enabling new B2B partnerships
- IoT & mobile widgets: Created scalable traffic report widgets for Android mobile and IoT devices, ensuring cross-platform usability
- Community crowdsourcing: Gamified the in-app community crowdsourcing experience to increase user engagement and data contribution

UpTop Agency, October 2013 - June 2015

- Amazon Pay e-commerce solutions: Designed product features and frictionless payment integrations; client implementation decreased checkout times and improved conversion rates by 34%
- Enterprise analytics dashboards: Designed complex, web-based business insights dashboards for Amazon Pay and Microsoft

Education

California College of the Arts, September 2020 - June 2022
M.B.A. Design Strategy

University of Washington, September 2007 - August 2011
B.S. Human-Centered Design & Engineering, HCI