

W YIWEI WU

UX/UI Designer

✉ Email: yiweiwu.hello@gmail.com

☎ Phone: 509-964-6708

🌐 Portfolio: yiweiwu.design

EDUCATION

M.S. Technology Innovation (MSTI)

University of Washington, Seattle

Sep 2021 - Present

B.S. Information Technology and Administrative Management (ITAM)

Central Washington University

Sep 2016 - Aug 2020

COMPETENCIES

Tools

Figma / Adobe XD

Adobe Ps / Ai / Pr / Fusion 360

Design

Human-Centered Design

Interaction Design / Visual Design

Sketching / Wireframing / Prototyping

Research

Usability Testing / Heuristic Evaluation

Cognitive Walkthrough / Interview / Survey

Programming

Arduino / Raspberry Pi

HTML5 / CSS / JS / Firebase / Python

Language

English

Mandarin

Other

WordPress / SEO

EXPERIENCE

Cofounder / UX Designer @ 345pi

Dec 2020 – June 2021

- Research and analyze U.S. Calculus education, user spaced repetition strategy, and market value.
- Lead user interviews and iterate solutions based on research insights; refine the project pitch deck in UW I-corps fundraising program.
- Create the user flow, mind map, persona, wireframe and prototype of the “345pi” web app, as the sole designer on the team.

UX / UI Design Intern @ Mercer Island Telecom

Oct – Dec 2020

- Analyze competitive products, and create the persona for Mitelco business strategy.
- Redesign company’s branding guideline with logo, color palette, typography, layout, and animation; improve the website experiences across desktop, tablet and mobile platforms.
- Design and conduct a usability test to identify critical issues in the website.
- Analyze keywords and backlinks to optimize website SEO strategy, improve 30% of click rate.

Project Manager Intern @ Motic

July – September 2019

- Research competitive products in China, collect and analyze the Smart Energy Technology fund policy.
- Screen resumes and schedule interviews with business development applicants.
- Prioritize and manage several milestones based on the severity of tasks and labor schedule

Research Assistant @ Central Washington University

October 2016 - June 2017

- Transcribe the digital audio files of the Chinese interviews into documents; match related pictures into the historical paper.