

# Portfolio

Xia Wu | Graphic / UI Designer

# Hello!

I'm Xia. 😊

A experienced designer with a keen focus on graphic design, UI/UX, and website design, backed by a strong background in marketing strategy and data analysis.

I consider myself a detail-oriented and hardworking person who's eager to learn at every opportunity. I'm also skilled in cross-departmental collaboration for end-to-end project execution.

## Contact

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## Experience

TCL Technology Co., Ltd    China

2021-2022

Human/Computer Interface Designer

2016-2021

E-Commerce Graphic Designer

2018-2019

Digital Marketing Specialist

## Education

2022-2023

M.E., Management Sciences &  
Graduate Diploma of Data Analytics  
*University of Waterloo*

2021-2022

B.E.,Industrial Design  
*Anhui Polytechnic University*

## Skills

| Software             | Design              | Coding        |
|----------------------|---------------------|---------------|
| Adobe Creative Suite | Graphic Design      | MySQL         |
| Figma / Sketch       | UI / Web Design     | Python        |
| Rhino 3D / Keyshot   | Research / Analysis | R Studio      |
| Premiere             | Marketing Strategy  | ML Algorithms |



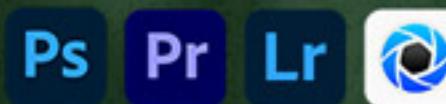
# Product Detail Page

The Product Detail Page (PDP) is a web/mobile interface within an e-commerce site/app, offering comprehensive information about product to assist buyers in making purchasing decisions. By designing effective TCL PDP, I have increased conversion rates and driven sales while reducing customer service inquiry rates.

Dec. 2020

# All in one Washer Dryer Combo Detail Page

Position the product in authentic home environments to dispel consumer worries regarding its appearance. Simplify the explanation of intricate laundry technology using a more concise and straightforward language to close the information gap for users.



## Key Skills

- Marketing Strategies
- Competitive Analysis
- User Research



G100L120-HB 芭蕾白

## 蒸汽除菌 [ 快速洗烘 ]

10公斤洗烘一体变频滚筒洗衣机

**抑菌祛味**

TCL蒸汽除菌洗衣机 10公斤洗涤容量 7公斤烘干容量

### 功能升级 三大除菌技术。呵护健康

- 蒸汽除菌**  
高温度蒸汽穿透衣物纤维，除菌率达99.99%
- 95°C热力除菌**  
高温煮洗，物理除菌无残留，除菌率达99.99%
- 消毒预洗**

**60°C低温冷凝式烘干**  
低温度热风在桶内每分钟循环50次以上，不伤衣物纤维，羽绒服也能烘。

60°C

40'

## 60分钟快速洗烘 蓬松防皱 即洗即穿

01 衣物损伤小  
金属冷凝烘干，速度快

02 衣干即停  
智慧湿度感应，省时省心

\*60'快速洗烘仅限1公斤以内的衣服，超过限制重量后，洗衣机智能延长烘干时间，衣干即停。

**60°C低温冷凝式烘干**  
低温度热风在桶内每分钟循环50次以上，不伤衣物纤维，羽绒服也能烘。

60°C

90'

## 10公斤大容量 一次洗完全家衣服

12条 牛仔裤 45件 长袖衬衣 4套 枕头被套 1副 一米窗帘

\*数据来源于TCL实验室

505mm

505mm大内桶直径  
抛洗捶打距离更大，衣服更洁净

15'

## 15种洗涤程序 不同面料更精致的呵护

分类 洗涤剂盒 程序选择 LED屏 全触屏  
洗涤剂盒 程序选择 时间显示 功能选择

|            |               |            |             |               |
|------------|---------------|------------|-------------|---------------|
| <b>混合</b>  | <b>大件</b>     | <b>消毒</b>  | <b>羊毛</b>   | <b>童装</b>     |
| <b>羽绒</b>  | <b>95°C除菌</b> | <b>快洗</b>  | <b>蒸汽除菌</b> | <b>快洗烘60'</b> |
| <b>空气洗</b> | <b>单烘干</b>    | <b>漂+脱</b> | <b>单脱</b>   | <b>简烘干</b>    |

\*羊毛程序不可与烘干程序叠加使用

**执着于细节  
是对每个家庭负责**

Jul. 2020

# Mini Washing Machine for Babies

This product is designed for washing baby clothes and private item. The detail page focuses on addressing the concerns related to the delicate nature of baby skin, like eczema, etc. It highlights the care offered for baby clothes by the mini washing machine, such as sterilization and disinfection.

Ps Lr

Theme 1



Theme 2



## Key Skills

- User Research
- Product Strategies
- Promotional Copy



**养个孩子有多难?**

宝妈在家的日常



- 婴儿衣物 换洗频繁
- 一个人带孩子 没时间
- 衣物混洗 交叉感染
- 漂洗不干净 皮肤红彤彤

TCL高温除菌洗衣机 3公斤容量

**每个妈妈和宝宝都需要。** 母婴专属

|                   |               |          |
|-------------------|---------------|----------|
| 90°C蒸煮洗 除菌率99.99% | 55°C高温洗 强力去污渍 | 迷你机身 不占地 |
| 妈妈专属 内衣洗          | 护衣 不伤衣内桶      | 一键洁净 桶风干 |

功能升级

**别看我小 一次能洗这么多衣服**

26 双婴童袜子 10 件妈妈内衣 8 件婴儿服 6 条儿童裙子

**3公斤实用容量超能洗 小巧机身占地仅0.18m<sup>2</sup>**

不占空间 脱出更大生活空间

颜值担当 可爱图案点缀，宝宝喜欢

轻松挪动 小巧机身，方便搬抬



**别看我小 一次能洗这么多衣服**

26 双婴童袜子 10 件妈妈内衣 8 件婴儿服 6 条儿童裙子

**专属婴儿洗 多一次漂洗 去泡沫残留**

婴儿洗程序比其他程序多一次漂洗，共3次，可彻底去除衣物中的泡沫残留，呵护宝宝娇嫩的皮肤。

01 2+1次漂洗 彻底洗净宝宝衣物

02 泡沫不残留 呵护肌肤不过敏



**洗涤过程**

- 20分钟洗涤
- 3次漂洗
- 800转强力脱水
- 彻底净衣

**宝宝衣物放心洗**

- ✓ 内衣 ✓ 棉衣 ✓ 浴巾
- ✓ 尿布 ✓ 袜子 ✓ 围嘴

**干净桶自洁 每次洗衣都很放心**

洗完衣服后，选择桶自洁程序，内桶进行高速水流清洗，并风干残留水渍，保持内桶干净清爽

01 高速水流冲刷 洗净桶内毛屑和脏物

02 凤干残留水渍 保持桶内干燥无异味



**10种洗涤程序 每一个都很实用**

4个操作按钮，轻松切换10种洗涤程序，6档水位调节，中途开盖添衣，满足日常多种洗涤需求。

Dec. 2019

# P Series Washing Machine Detail Page

Confronted with similar features in competing products, and a notable homogeneity in visual style, I utilized the 'metaverse' concept to overcome marketing challenges. By emphasizing grand physical phenomena, I showcased the washing capabilities of the product and forged a sincere connection with consumers through compelling text.

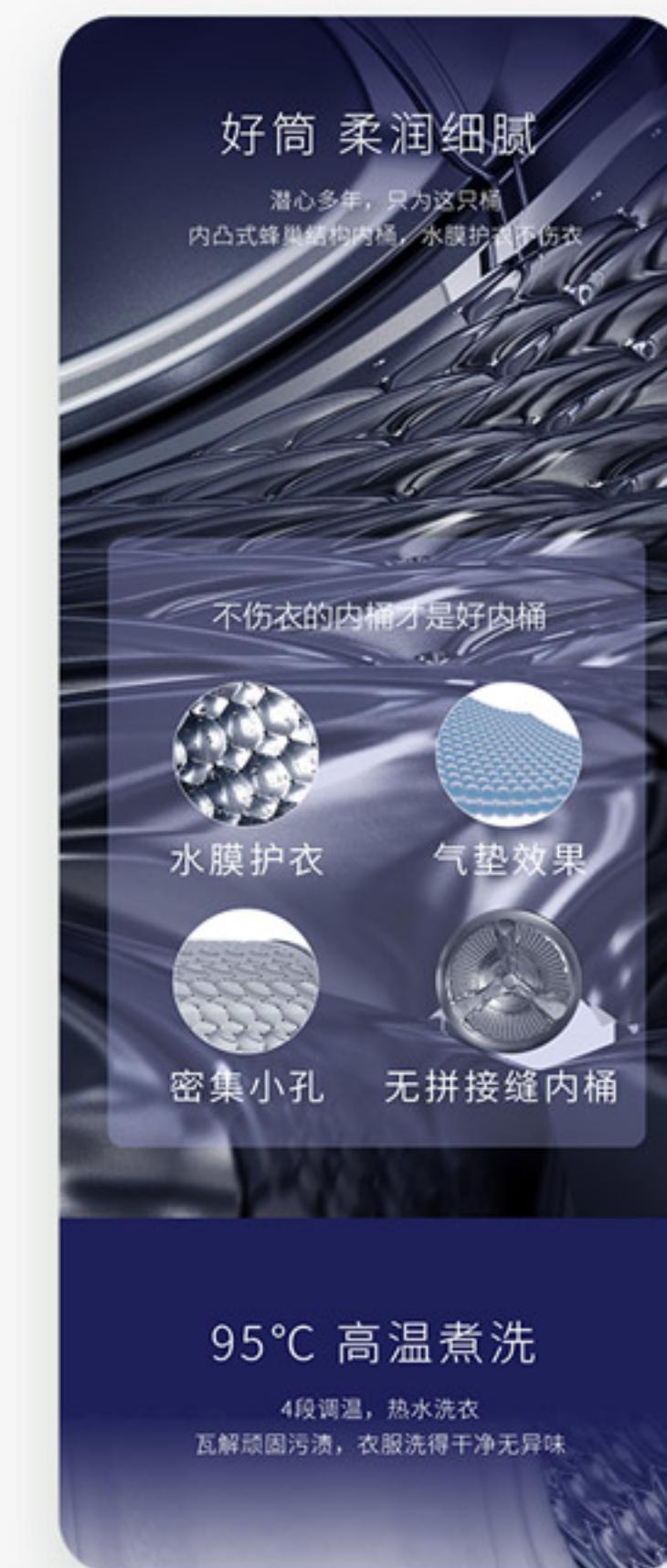
Ps



## \* Key Skills

- Content Marketing
- Product Strategies
- Visual Analysis





Sep. 2020

# L Series Refrigerator Detail Page

Based on research, users' second concern when buying a refrigerator is its compatibility with their home decor. This detail page features a minimalist interior, a style commonly embraced in Chinese homes, with a white refrigerator placed within to authentically replicate user usage scenarios.

Ps



## Key Skills

- Marketing Research
- Product Strategies
- Customer Reviews





# Content Marketing

In contrast to traditional price promotions and event-focused marketing, content marketing seeks to attract consumer attention with high-quality and compelling content. It helps users address their problems or fulfill their desire while assisting businesses in establishing lasting connections and trust with consumers.



TCL  
创意感动生活  
The Creative Life

# 黄小厨的春夏私密第四季

春日味觉系、  
酱门梦想家。



每周三上午  
腾讯视频·生活频道  
TCL冰箱洗衣机独家冠名播出  
京东同款系列产品热卖中



腾讯视频 生活频道 4月12日 踏青回归

4.25~  
4.26

黄小厨带你  
提前享五一价  
评价晒单送E卡

4.27  
爱妻日

爱她，用行动表示  
晒“满满的冰箱”  
赢电磁炉

4.28~  
5.2

五一狂欢购！  
购机免费抽好礼！

5.3~  
5.4

五一大促返场！  
拯救下手晚的你！

Desktops ▼

**黄小厨的春夏秋冬 第四季**

春日味受用，出门多聚餐。

4.25-4.26 真小厨带你提前享五一一份  
4.27 要素日  
4.28-5.2 五一狂欢！  
5.3-5.4 五一一大促返场！  
真小厨教你  
爱地、用行动表示  
晒“满满的冰箱”  
赢返场券！  
洗衣机免费抽好礼！  
晒单返100元

**同系列冰箱洗衣机推荐：**

**爆品推荐 黄小厨倾心力荐**

**容量如此之大！**  
BCD-456WEF1流光金  
456升  
¥2399.00 立即抢购

**我会“降霜十八掌”**  
BCD-280WEF1流光金  
282升  
¥1799.00 立即抢购

**颠覆行业“价格观”**  
BCD-430WEF1流光金  
430升  
¥2299.00 立即抢购

**波轮的价格 滚筒的享受**  
XQG85-F14303HBDP芭蕾白  
8.5公斤  
¥1099.00 立即抢购

Mobiles ▼

**黄小厨的春夏秋冬 第四季**

春日味受用，出门多聚餐。

**TCL品牌钜惠**  
指定型号晒单返100元

**黄小厨同系列冰箱洗衣机！**

**电脑风冷无霜**  
BCD-499WEF1流光金 499升  
618  
¥2499 立即抢购

**双变频洗烘一体**  
XQG85-F14303HBDP芭蕾白  
8.5公斤  
• 不伤衣内筒

Apr. 2017

# TCL-Variety show Linkage

Pr Ps



## Key Skills

Resource Integration •  
Brand Consistency •  
Video Editing •

Jul. 2018

# TCL Product Purchase Guide

By analyzing customer service data, I found that most pre-sales inquiries focus on product selection and purchase. This shopping guide is designed to address the top 5 concerns consumers usually face when making a purchase.



## \* Key Skills

- Storytelling
- Product Strategies
- User Behavior

Sep. 2018

# Authentic Customer Reviews

Based on user research, 73% of buyers rely on user reviews, offering authentic insights into product appearance and usage. This page highlights top shared experiences, fostering trust through actual feedback and driving consumer purchases.

Ps



## Key Skills

- User Research
- Storytelling
- Customer Reviews

The image displays three screenshots of a mobile application interface for TCL washing machines, highlighting user reviews and product details.

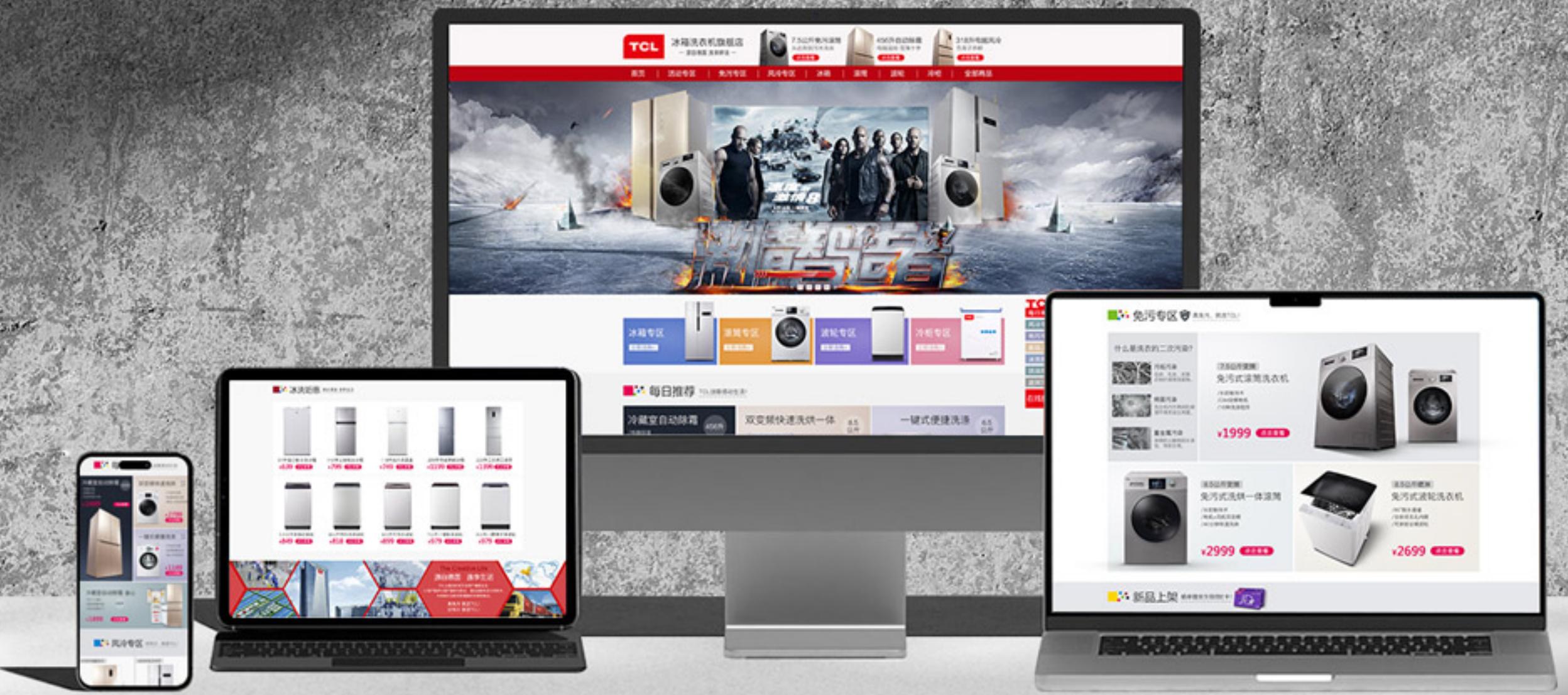
**Screenshot 1:** A review card for a washing machine. The title is "-买家秀7-", the reviewer is "@c\*\*\*1", and the rating is 4 stars. The review text: "洗衣机很不错。性价比更高，外观也很漂亮。洗了一次衣服感觉洗的也很干净。噪音也挺小，不错不错。" Below the text are two images of the washing machine: one showing the front panel and another showing the open drum. A price tag indicates "TA购买的宝贝: 6.5公斤一键式便捷滚筒" and "¥1199.00". A button labeled "想用同款" is present. At the bottom are two circular profile pictures of users and buttons for "活动专区" (Activity Zone) and "逛逛店铺" (Browse Store).

**Screenshot 2:** A review card for a washing machine. The title is "买家秀-波轮" and the subtitle is "-买家秀1-". The reviewer is "@V\*\*\*1" and the rating is 5 stars. The review text: "这个洗衣机的玻璃视窗太漂亮了，而且玻璃很厚实，一体式的清理起来也方便了。不像以前用的洗衣机，盖板太难清理了，这也是最打动我的地方了~除了整体的外观，这款洗衣机在细节上也处理的很好，包括内筒里也是一样。简单的花纹很光滑细腻；另外值得一提的是，9公斤确实很大，床单被套一起放进去洗，也没有任何的吃力感。总体来说，非常满意的一次购物！" Below the text are two images of the washing machine. A price tag indicates "TA购买的宝贝: 9公斤变频防缠绕波轮" and "¥1299.00". A button labeled "想用同款" is present.

**Screenshot 3:** A promotional screen for a refrigerator. The title is "你的好品味" and the subtitle is "我 / 喜 / 欢 / 你 / 真 / 实 / 的 / 样 / 子". It features a smiling man sitting next to a refrigerator. The text "TCL金牌品质代言人 与你共享" is visible. At the bottom, there is a section titled "-买家秀1-" with a review from "冠\*\*\*线" and the text: "外观看着很上档次，还是风冷无霜的，AAT负离子养鲜功能确实很实用，可以长久保持食物的新鲜。" Below this are two images of the refrigerator.

03

# Website Page



Apr. 2017

# TCL Online Store at JD.com



## Key Skills

- Web Design
- User Interface
- Brand Consistency

## Mobiles ▼

每日推荐 **TCL创意感动生活!**

冷藏室自动除霜 456升  
/电脑控温 /宽薄机身 /空间利用大师  
¥2499 点击查看

双变频快速洗烘 8.5公斤  
/不伤衣内筒 /低温快速冷烘 /电机+风机双变频  
¥2799 点击查看

一键式便捷洗涤 6.5公斤  
/不伤衣内筒 /四季智慧洗涤 /省心中途添衣  
¥1149 点击查看

冷藏室自动除霜 省心  
/四门三温区 /智能电脑控温 /法式宽屏多门  
¥1899 点击查看

**风冷专区** 好风冷，就选TCL!

## Desktops ▼

**TCL** 冰箱洗衣机旗舰店 — 淘宝商店 淘宝财经 —

首页 | 活动专区 | 免污专区 | 风冷专区 | 冰箱 | 冷柜 | 波轮 | 冷柜 | 全部商品

7.5公斤免污滚筒  
头进热胆内筒水洗机  
456升自动除霜  
电脑控温 双开门十字  
318升电脑风冷  
免污子母机

冰箱专区 | 滚筒专区 | 波轮专区 | 冷柜专区

每日推荐 **TCL创意感动生活!**

冷藏室自动除霜 456升  
/电脑控温 /宽薄机身 /空间利用大师  
¥2499 点击查看

双变频快速洗烘一体 8.5公斤  
/不伤衣内筒 /低温快速冷烘 /电机+风机双变频  
¥2799 点击查看

一键式便捷洗涤 6.5公斤  
/四季智慧洗涤 /省心中途添衣  
¥1149 点击查看

冷藏室自动除霜 208升  
/电脑控温 /法式多门 /四门三温区  
¥1899 点击查看

什么是自动除霜?  
对于消费者来说自动除霜  
就是打开冰箱的门以后  
不用再手动去清理霜  
告别除霜烦恼!

**风冷专区** 好风冷，就选TCL!

为什么选择TCL风冷冰箱?  
保鲜风冷无霜 智能电脑控温  
保鲜大容量 /宽薄机身 /法式宽屏多门  
¥3699 点击查看

476升 保鲜风冷无霜 智能电脑控温  
保鲜大容量 /宽薄机身 /法式宽屏多门  
¥2699 点击查看

318升电脑风冷  
228升电脑风冷  
207升电脑风冷  
198升电脑风冷

04

# Promotion Page

Traditional marketing utilizes discounts, freebies, and subsidies to encourage consumer purchases. Pages are designed to emphasize a lively and urgent atmosphere, using vibrant elements to create excitement.

Enlarged prices and 'Add to Cart' icons guide consumers to complete transactions.

TCL

11.11开门红  
来电狂想曲  
每满1000减100 上不封顶

爆品提前购

11.11

预约抢豪礼

马天宇  
TCL全球品牌代言人



Desktops ▼



Mobiles ▼



Oct. 2018

# Tmall's Double 11 Shopping Day



## Key Skills

Resource Integration •  
B2C Marketing •  
Brand Consistency •

TCL

TCL  
618  
年中大促

# 大咖价到

各品类分会场  
领券最高省800

爆品直降800



Desktops ▼



Mobiles ▼



May. 2017

# JD.com's 618 Shopping Day

Dw Ps



## • Key Skills •

B2C Marketing  
Visual Branding  
Interaction

TCL 欢乐好声音

過年不疔  
新年好  
冰燒新鮮

对开门冰箱仅2599



Desktops ▼



Mobiles ▼



Jan. 2017

# Spring Festival Promotions

Dw Ps



## Key Skills

- Resource Integration
- Marketing Strategies
- Visual Branding

# Thank You for Scrolling



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