

**April Wu**

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Pittsburgh, PA  
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## Education

### **Carnegie Mellon University – GPA: 3.63/4.0**

Bachelor of Science in Information Systems  
Intended Double Major in HCI

**Pittsburgh, PA**

Expected Graduation: May 2023

### **Yonsei University**

College of Human Ecology - Clothing & Textiles

**Seoul, South Korea**

Fall 2021

### **Forest Hills High School – GPA: 4.0/4.0**

**New York, NY**

Sept 2015 - Jun 2019

## Professional Experience

### **Truist Financial – Experience Design Research Intern**

**Remote**

- Initiated the ideation and development of a values-based savings portal to appeal to company's target demographic
- Innovated 5 features to connect and analyze user's bank activity with savings portal
- Successfully applied to patent the design of savings portal's urgency feature - expecting results in Summer 2022

Jun 2021 - Aug 2021

### **PUMP – Marketing and Events Associate**

**Remote**

- Mentored 15+ new and potential partners with the onboarding process within PUMP's upcoming platform
- Expanded organization's summer content by 90% through the collection and promotion of community-oriented events

Jun 2021 - Aug 2021

### **Knowt - UI/UX Designer**

**Remote**

- Developed a series of solutions for platform's inconsistency issues by leading the implementation of a design system
- Designed long-lasting user interview/testing structures to help company regularly collect and analyze user feedback

Dec 2020 - Jan 2021

## Leadership & Volunteer Experiences

### **alpha Kappa Delta Phi - Vice President**

**Pittsburgh**

- Organized and hosted the first AAPI convention event during annual conference with 80+ attendees
- Led a team in developing and hosting a virtual career panel, helping 90+ sisters and alums form lasting relationships

2020 - 2021

### **GO Project NYC - Translator**

**New York**

- Expanded outreach efforts towards 30+ Mandarin-speaking families by serving as in-person translator for 20+ weeks
- Spearheaded the distribution of resources for Chinese families through content interpretation and translation for 2+ years

2017 - 2020

## Skills

**Design:** Persona development, data visualization, rapid prototyping

**Research:** User interview, Usability testing, Qualitative analysis, Journey maps, Affinity diagrams

**Tools:** Figma, Sketch, Adobe Photoshop, Adobe After Effects, Adobe XD, HTML, CSS, JavaScript

**Languages:** English (Native/Bilingual), Mandarin/Simplified Chinese (Native/Bilingual)

