# Cathy Wu

UX designer driven by curiosity and a passion for creating meaningful experiences

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## EDUCATION

**Dartmouth College**
Sept 2017 – June 2021
GPA: 3.69 / 4.0
**B.A.** Cognitive Science focused in Human-Computer Interaction
**Minors** Human-Centered Design & Digital Arts

## SKILLS

User research, affinity mapping, user flows, wireframes, usability testing, prototyping, rapid iteration, accessibility, interaction design

3D modeling, AR/VR/XR design & development

Effective communication, leadership, problem-solving, critical thinking, stakeholder collaboration

## TOOLS

Figma, UserTesting.com, Illustrator, Photoshop, After Effects

Maya, Unity / C#

HTML/CSS, React, Python, Java, C

## ACHIEVEMENTS

**Capital One**
TEAM Award

**Citations for Academic Excellence**
Projects in Digital Arts
AR & VR Design
3D Modeling
Full-Stack Web Development
Drawing I

**Hackathons**
HackDartmouth V: 1st Place
HackDartmouth VI: Runner-up Best Use of Google Cloud
Dartmouth Designathon: 2nd Place

## EXPERIENCE

**Senior UI/UX Designer | Capital One**
July 2021 – Present
Automatic Savings & Account Management
Created a new savings goals feature to build financial confidence and resilience. Collaborated with product owners, developers, content designers, legal, and other stakeholders to drive product decisions and define KPIs. Led a UX improvement of the CD grace period experience resulting in a 20% decrease in customer service calls and a 2% increase in customer retention. Enhanced the CD management experience in an effort to retain customers from a limited time offer, retaining 81.2% of deposits, equal to $23.5B.

Credit Card Acquisitions
Optimized the end-to-end journey to guide customers towards the right card product. Scaled a card-matching quiz to web platforms leading to increases of 14% in application rates, 42% in approval rates, and 6% in new accounts booked. Redesigned the credit card compare page, the third most visited site on CapitalOne.com, leading to consistency with the small business and bank product pages and increases of 19% in application rates and 7% in new accounts booked.

**Designer, Developer & Project Manager | DALI Lab**
Sept 2019 – June 2021 [Neukom Scholar]
Led a team of designers and developers in creating an immersive VR educational tool for Dartmouth Biology classes, other academic institutions, and museums. Spearheaded the user experience and full gameplay design. Implemented proof of concept prototypes using Maya and Unity. Ran weekly standups, defined project direction, and collaborated with stakeholders to ship an iteration every 10 weeks.

**Designer & Developer | SILVR (Social Interaction Lab VR)**
July 2020 – June 2021
Contributed to a persistent multi-user testbed environment for social interactions in XR. Funded by Facebook Reality Labs to research social connection in a virtual environment. Designed and developed the first-time user experience, realistic physical interactions, and a pathfinding system using Maya, Unity, and Oculus SDK.

**Teaching Assistant | Dartmouth College**
July 2020 – Mar 2021
3D Computer Animation (COSC 24)
Helped students learn Autodesk Maya and guided them through lab assignments. Taught basic animation principles and best practices.
AR & VR Design / Development (COSC 23 & COSC 63)
Wrote tutorials to help students learn Maya and Unity. Guided students in creating XR experiences through office hours and one-on-one appointments.

**UX Design Intern | Better Life Partners**
Jan 2020 – Mar 2020
Collaborated with leadership, software developers, and on-site coordinators to redesign the new patient onboarding process so clinicians focus on patients rather than on the healthcare portal. Created a unified flow and design across all pages.