

YEN-TING (FRANK) WU

JUNIOR UI/UX DESIGNER

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SUMMARY

Design Computing graduate from the University of Sydney specializing in user research. Skilled in design thinking, prototyping, and qualitative methods, with a passion for creating intuitive, user-centered experiences. Driven to enhance user experiences and contribute innovative ideas to a dynamic design team.

EDUCATION

Sep 2020 - Jan 2024

Bachelor of Design Computing

University of Sydney

Relevant Coursework:

Human-Computer Interaction, Design Thinking, User Research, Prototyping

RELEVANT PROJECTS

Feb 2023 - Jun 2023

Interactive Trolley Station – Public-Space Gamification

A high-fidelity, sensor-triggered trolley station interface combining large public displays and user tablets to encourage trolley returns through gamification and rewards.

- Applied behavioral design principles to reduce congestion and increase participation in a high-traffic carpark environment.
- Developed multi-surface interaction flows, integrating real-time feedback, accessibility safeguards (QR code privacy), and inclusive visual effects.
- Conducted mid/high-fidelity usability testing with in-situ participants, iterating design to improve engagement speed, minimize decision points, and maintain system visibility in shared spaces.

Feb 2023 - Jun 2023

One Shop – AI-Powered E-Commerce Platform

A cross-platform e-commerce experience featuring an AI-powered virtual fitting room and personalized product recommendations.

- Created complex interaction flows for search, filtering, product customization, and reverse image search to improve product discoverability and conversion rates.
- Developed responsive UI systems in Figma for both mobile and desktop, ensuring consistent patterns while adapting to device-specific behaviors.
- Led user testing (think-aloud protocol, post-test interviews) to refine navigation, option selection states, and fitting room functionality, enabling in-panel adjustments without leaving the page.

Aug 2022 - Nov 2022

CareerCourse – STEM Learning Platform for Rural Students

A web-based learning management system to connect rural students with STEM careers through gamified learning and virtual excursions.

- Applied human-centered design using the Double Diamond process, including stakeholder interviews, surveys, and affinity diagramming to identify barriers to STEM relevance in rural contexts.
- Developed core features—avatar progression, virtual excursions, and career exploration—linking course completion to real-world STEM applications.
- Created and iterated prototypes from paper to high-fidelity in Figma, incorporating user testing feedback to improve guidance, error recovery, and accessibility for low-tech environments.
- Designed for low-bandwidth, low-spec hardware compatibility, ensuring platform usability on budget laptops common in rural schools.

PROFESSIONAL EXPERIENCE

Sep 2023 - Present

Editor & Content Creator

Let's Talk in English (Online Learning Platform)

- Designed and refined learning content (subtitles, comprehension exercises) to improve clarity, accessibility, and engagement for beginner-level English learners.
- Applied user-centered content strategy to align lessons with learning objectives and cognitive load principles.
- Collaborated with producers, educators, and curriculum designers to ensure content quality and seamless integration into the digital learning platform.

TOOLS & SOFTWARE

- Figma
- Adobe Suite
- Microsoft Office
- Blender
- Miro

LANGUAGES



SKILLS

Wireframing

Prototyping

Persona & Journey Mapping

Design Thinking

User Testing

HTML/CSS

Ideation

Collaboration