Geoffrey Wu

Skills

UI/UX

» Wireframing & Prototyping (Figma)

» Design Systems

» UX Copywriting

Development

» HTML5 & CSS3 (SCSS)

» JavaScript

» Git, Source Code Management

» React

» Ruby, Ruby on Rails

» WordPress / CMS development

Design

» Adobe Suite (Illustrator, Photoshop, InDesign)

» Corporate branding

» Graphic & print design

» Motion design & video editing

Education

Le Wagon Fullstack Coding Bootcamp

Tokyo Campus   2019

RMIT University

Melbourne   2015 - 2017

Bachelor of Design (Digital Media)
Graduated with Distinction

OCAD University

Student exchange in Toronto   2016

Achievements

» Business level Japanese

» Best Prototype Award Winner - F10 Fintech Hackathon Singapore 2019

Digital designer with 5 years of experience in developing business products and services. Competent with facilitating production workflow between design and development with coding knowledge to output user-focused interfaces.

Self-starter and specialist in responsive web and mobile design, user interface, branding, and graphic design.

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Experience

Crowd Cast   July 2020 - present
Senior UI/UX Designer   Tokyo

I worked in the FinTech space at an early-stage startup and was closely involved with the company at the product, engineering, and marketing/branding levels to oversee all facets of design and ensure product quality to the highest standard.

I took charge on our core product, Staple, and all other design-related projects to propel the product and brand image for sustainable growth and stability for the future through the development of the company's design system.

» Developed prototypes of the app (web and mobile versions) to visualise the end product and prepare for developer handoff; undertook a complete redesign of the web application to address issues with the user experience.

» Redesigned the product website and site architecture, reviewing copy and creating graphics to ensure brand consistency, leading to increased a 100% increase in daily visitors and improved conversion rates.

» Regularly played an active role in discussions with engineers and product managers concerning the design of the product and its functionality in regards to providing a smooth user experience.

» Design implementation (React, HTML/CSS), code reviews, and communication with developers to ensure that final deliverable matches the design as close as possible.

DG Takano   November 2019 - June 2020
UI/UX Engineer   Tokyo

I worked in an agile software development team as the sole UI/UX designer, creating and implementing designs for a Ruby on Rails based web application.

» Implemented created designs within Rails using HTML, CSS and JavaScript

» Experienced with e-commerce site development using Shopify

Wisenet Information Systems   July 2017 - March 2019
Graphic Designer & Front-end Developer   Melbourne

I worked with both marketing and development teams to improve the brand's presence and enforce design consistency across visual communications.

» Created the brand for TupleSMS - a low-cost alternative to the main product. I developed the logo, brand guide, website, and marketing collateral.

» Developed a brand styleguide for the company in order to reflect contemporary design trends and ensure conformity across all media.

» Updated company websites through WordPress, WooCommerce and Hubspot CMS, allowing for simplified customisation by stakeholders.

» Designed and produced print marketing materials for use at conferences.

Flexe Group   May 2017 - July 2017
Graphic Design Intern   Melbourne