

Product Designer

Geoffrey Wu

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in geoffrey-wu

Skills

Product Design

User Interface

User Experience

Design Systems

Web Development

HTML & CSS

JavaScript / TypeScript

React

Git, Source Code Management

Corporate Branding

Graphic and Print Design

Education

2019

Le Wagon Fullstack Coding
Bootcamp

Tokyo

2015-17

RMIT University — Bachelor of
Design (Digital Media)

Graduated with Distinction
Melbourne

2016

OCAD University

Student Exchange Program
Toronto

Achievements

Advanced Japanese

Best Prototype Award Winner - F10
Fintech Hackathon Singapore 2019

Experience

Collective

UX Designer

Jan 2023 - present

Tokyo

Principal contributor to the design of the product at a seed stage HR Tech startup in the Japanese market.

- Defined the direction of the product, a freelance business management tools suite, designing user flows, high-fidelity wireframes and prototypes and proactively proposing features to improve and implement.
- Conducted UX research, competitor analysis, design ideation and preliminary feature scoping in accordance with the product roadmap defined by the COO.
- Liaised with engineers to align on development handoff, feature implementation, and design system documentation.
- Aided front-end engineers with UI testing to ensure design consistency and satisfaction of usability benchmarks.
- Worked on UX copy and interface design to maintain a bilingual English and Japanese web application.
- Assisted with marketing-led initiatives, including design and shipping landing pages using Framer.

Crowd Cast

Senior UI/UX Designer

Jul 2020 - Jan 2023

Tokyo

Design leader at an early-stage FinTech startup in the Japanese market.

- Prototyped web and mobile versions of the product, including development of design system component assets, consideration of information architecture, and advocacy for a user-first approach.
- Worked together with Product Managers to align design with technical considerations and business requirements.
- Implemented a custom CSS framework for front-end engineers, resulting in increased efficiency and consistency with the brand.
- Assisted the digital marketing team to produce web ads and redesign the product website, leading to a 100% increase in daily visitors.

DG Takano

UI/UX Engineer

Nov 2019 - Jun 2020

Tokyo

Created and implemented designs for a HR management web application as the sole designer on a small team.

Wisenet Information Systems

Graphic Designer & Front-end Developer

Jul 2017 - Mar 2019

Melbourne

Developed websites using CMS services, landing pages, brand collateral, and print marketing materials in conjunction with the Marketing team.