



Geoffrey Wu

Digital designer with over 4 years of experience in developing business products and services. Competent with facilitating production workflow between design and development to output pixel-perfect interfaces.

Specialist in responsive web and mobile design, user interface, branding, and graphic design.



geoffreywu.digital



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gww205



geoffrey-wu

Skills

UI/UX

- » Wireframing & Prototyping
- » Product Design and 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, Dimension)
- » 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

- » JLPT N3 Certification
- » Best Prototype Award Winner - F10 Fintech Hackathon Singapore 2019

Experience

Crowd Cast

UI/UX Designer

July 2020 - present

Tokyo

I worked in a multi-disciplinary environment where I was closely involved with the company at the product, engineering, and marketing/branding levels.

As the sole designer, I took charge on all design-related projects to propel the product and brand image for sustainable growth and stability for the future through the development of the design system.

- » Developed prototype 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, reviewing copy and creating graphics to ensure brand consistency, leading to increased unique visitors and improved conversion rates.
- » Regularly played an active role in discussions concerning the design of the product and its functionality in regards to providing a smooth user experience.
- » Design implementation, code reviews, and communication with developers to ensure that final deliverable matches the design as close as possible.

DG Takano

UI/UX Engineer

November 2019 - June 2020

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 (Slim templating), CSS (SCSS & CSS frameworks) and JavaScript (stimulus.js)
- » Experienced with e-commerce site development using Shopify

Wisenet Information Systems

Graphic Designer & Front-end Developer

July 2017 - March 2019

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 style guide for the company to reflect contemporary design trends and ensure conformity across digital and print media.
- » Updated and maintained 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

Graphic Design Intern

May 2017 - July 2017

Melbourne