



Geoffrey Wu

UI / UX Engineer

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Digital designer and UI/UX practitioner. Specialist in responsive web design, user interface design, branding, and graphic design. Skills and experience include:

- » User-centered, responsive design
- » HTML5 & CSS3 (Sass)
- » Adobe Suite (Illustrator, Photoshop, InDesign)
- » Wireframing & Prototyping (Figma)
- » Graphic/print design & branding
- » JavaScript, AJAX, ES6
- » Ruby, Ruby on Rails
- » Git, Source Code Management
- » WordPress / CMS
- » React
- » SQL
- » Motion Design

EXPERIENCE

DG Takano
UI/UX Engineer

Tokyo
November 2019 - present

I worked in an agile software development team as the lead UI/UX designer, developing web applications using Ruby on Rails.

- » Developed a human resources management app and conducted a user experience audit to rethink the flow and information architecture.
- » Completed prototype of the app for different device layouts in Figma to visualise the end product.
- » Implemented the designs within Rails using HTML (Slim templating), CSS (SCSS & CSS frameworks) and JavaScript (stimulus.js)
- » Experienced with e-commerce site development using Shopify
- » Within a week, created a branding package ready for market including logo design and website design and implementation for a Japanese restaurant.

Wisenet Information Systems
Graphic Designer & Front-end Developer

Melbourne
July 2017 - March 2019

I worked with both marketing and development teams in an agile/scrum environment to improve the brand's presence and enforce design consistency across visual communications.

- » Provided wireframes and prototypes for responsive user interfaces to streamline the development process of web-based SaaS applications.
- » 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.
- » Produced marketing materials such as business cards, brochures, flyers, and banners for the company to distribute at nationwide conferences.

Flexe Group
Graphic Design Intern

Melbourne
May 2017 - July 2017

I worked at a printing house to aid the design team both with developing visual communications and the printing process for small and large scale projects.

EDUCATION

Le Wagon Fullstack Coding Bootcamp
Tokyo Campus

2019

Bachelor of Design (Digital Media)
RMIT University, Melbourne City Campus

2015 - 2017

Graduated with Distinction

Student Exchange program at OCAD University, Toronto, Canada from Aug - Dec 2016

Victorian Certificate of Education
Camberwell Grammar School

2013 - 2014

ACHIEVEMENTS

- » Pre-advanced level Japanese - JLPT N3 Certification obtained 2018
- » Best Prototype Award Winner - F10 Fintech Hackathon Singapore 2019