



Geoffrey Wu

UI / UX Engineer

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 [gwu205](https://github.com/gwu205)

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

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

EXPERIENCE

DG Takano

UI/UX Engineer

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 and also implemented the designs using HTML (Slim templating) and CSS (SCSS)

Wisenet Information Systems

Graphic Designer & Front-end Developer

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.
- » Developed a brand style guide to reflect contemporary design trends and ensure conformity across digital and print media.
- » Updated and maintained company websites through WordPress and Hubspot CMS, allowing simplified customisation by stakeholders.

Flexe Group

Graphic Design Intern

May 2017 - July 2017

PROJECTS

Kliq Networks

Kliq offers a solution to connect learning campuses together through an app that integrates with industry-leading learning relationship management software. I developed their corporate identity.

- » Positioned the brand as an exciting new player in the industry to revolutionise the way in which the target audience views messaging.
- » Developed a range of digital communications such as a website, email campaign, blog, and the front-end of a web console application.
- » Implemented Google Analytics to track user traffic and analyse and optimise website for usability and performance.

EDUCATION

Le Wagon Fullstack Coding Bootcamp

Tokyo Campus

2019

Bachelor of Design (Digital Media)

RMIT University, 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

- » Best Prototype Award Winner - F10 Fintech Hackathon Singapore 2019
- » Conversational Japanese proficiency - JLPT N3