

UI/UX design practitioner with extensive experience in developing digital products and services. Competent with facilitating production workflow between design and code to output pixel-perfect interfaces.

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

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## 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 a 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.
- » Conducted code reviews and communicated with developers regularly to ensure that code implementation 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.
- » Produced marketing materials such as business cards, brochures, flyers, and banners for the company to distribute at nationwide conferences.

### Flexe Group Graphic Design Intern

May 2017 - July 2017  
Melbourne



Geoffrey Wu

## Skills

### UI/UX

- » Wireframing & prototyping (Figma, Framer X, Origami)
- » Design system development
- » UX copywriting

### Development

- » HTML5 & CSS3 (Sass)
- » JavaScript, AJAX, ES6
- » 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

Bachelor of Design (Digital Media)  
Graduated with Distinction

2015 - 2017

### OCAD University | Toronto

Student Exchange program

2016

## Achievements

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