



Geoffrey Wu

UI Designer / Front-end Developer

W geoffreywu.digital

E gwu20510@gmail.com

M 080 2567 9515

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

Digital designer and front-end developer specialising in responsive web design, user interface design, branding, and graphic design. Skills and experience include:

- » User-centered design
- » HTML5 & CSS3
- » JavaScript, AJAX, ECMAScript 6
- » Adobe Suite (Illustrator, Photoshop, InDesign)
- » Wireframing and Prototyping (Figma, InVision)
- » Ruby, Ruby on Rails
- » WordPress / CMS
- » Git, Source Code Management
- » React
- » SQL
- » Motion Design

EXPERIENCE

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 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

I aided the design and production teams on both on-site and off-site work from graphic design to printing and installation.

PROJECTS

CompanyMD

companymd.world

A financial management app designed for business analysts to keep track of companies and their stock performance. This prototype was built in 9 days during Le Wagon's bootcamp. Working with a team of developers, I was in charge of designing and building the front-end of the app.

Kliq Networks

kliq.app

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