

# KY WU

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## EDUCATION

### Truman State University

Kirksville, MO // 2014-2017

Graduated May 2017

*Bachelor of Arts in Business Administration  
Concentration in Marketing*

### Shanghai University, Study Abroad

Shanghai, China // Summer 2015

*Chinese Culture and Business*

## SKILLS

### Approach

Data Visualization

Prototyping

Wireframing

Contextual Inquiry

Persona Mapping

Survey Design

A/B Testing

### Design

Sketch

Invision

Adobe Photoshop

Adobe Illustrator

Basic HTML & SCSS

## PROJECTS

### Nico

*Bulldog BITE - Product Pitch Competition*

- Designed, prototyped, and presented a 'smart pillow' product concept
- Placed as a top 6 finalist

### Pinhouse Kickstarter

*Media Outreach*

- Assisted Pinhouse with their campaign post-launch to increase funding
- Contacted press, receiving features on design outlets and blogs

## EXPERIENCE

**Truman State University, Business Dept.** *Marketing Researcher*  
Spring 2017

- Co-directed an extensive 4 month case study on the university registration process under a stringent budget and timeframe
- Utilized sprints to rapidly validate problems and form iterative solutions
- Constructed a variety of IRB-approved research instruments
- Developed RFP, compiled findings, and presented results to university registrar

**Truman State IT Services:** *Multimedia Lab Manager*  
2016-2017

- Ensured IT services and hardware were properly functioning in library labs
- Leveraged design skillset to advise and assist students

**Truman State Residence Life:** *Student (Resident) Advisor*  
2015-2016

- Managed a residence hall floor of over 70 undergraduate students
- Responded to hall conflicts and emergencies around the clock
- Helped connect, encourage, and engage students as a mentor
- Planned and implemented university events ranging from 40-500 attendees as part of a cross-functional team

**Education Dept. of Chunghwa:** *English Language Teacher*  
Summer 2015

- Developed and taught accelerated English courses at 4 schools in Taiwan
- Produced material to bridge gaps between students and American teachers
- Recognized by the magistrate of Chunghwa for contributing to area schools

**UR Gaming:** *Team Manager*

February 2013 - June 2013 (held role prior to sponsorship since July 2012)

- Lead a top professional League of Legends Challenger team, which at one point held the #1 rank in North America
- Planned growth and visibility strategies for upcoming players, today which have a combined 10 million+ impressions on Twitch.tv
- Served as a liaison between players, administration, and sponsors

## ACTIVITIES

**The Gaming League (University Organization):** *Co-Founder, Treasurer, Marketing Chair*

- Evaluated campus interest, created organization roadmap, handled finances, and completed administrative groundwork
- Conducted events and launched promotional materials, increasing signups by a factor of 4, and media engagement by 160%
- Designed and built brand identity, ad campaigns, and visual content

**Alpha Phi Omega, Epsilon Chapter:** *Service Fraternity Member*

- Participated in a variety of service, including blood drives and road cleanup
- Assisted in design of chapter website as a committee member