

# Maša Wu

+1 206 945 5213 • [info@masawudesign.dk](mailto:info@masawudesign.dk) • <https://www.linkedin.com/in/masa-wu> • [masawudesign.dk](http://masawudesign.dk)

## OBJECTIVE

Seeking the UI/UX position at a tech-savvy company where my acquired creativity, design thinking, communication, and project management skills will help your company grow and deliver the best user experience for your customers.

## EXPERIENCE HIGHLIGHTS

### UX/UI Designer ♦ Easy.bi, Germany, Slovenia (06/2018-Present)

- Strengthened and improved brand recognition by designing powerful marketing material such as multipage company's website (easy.bi), tagline and slogans, digital promotional banners, stickers...
- Using Adobe software and following creative thinking, user centered techniques to produce hi-fidelity prototypes for mobile and desktop apps. The customers have reported our digital solutions have resulted in time saved and increased performance of their employees.
- Actively participating at weekly design standups and white boarding where my shared user centered design perspectives helped the rest of the team embrace user centered approach.
- Regularly and effectively pitching creative design solutions to the management and development department.
- Effectively exchanging information and communicating information with international teams on daily basis through different platforms: Google docs, Adobe Creative Cloud, JIRA, TRELLO, and SLACK resulting in improved team performance.

### Product Design Lead ♦ Ratoong, Copenhagen, Denmark (06/2018-Present)

- Providing constructive criticism on design solutions, managing tasks progress using TRELLO, and promoting motivation among team members. Results are simple and effective solutions for complex design challenges in timely manner.
- Presenting new design solutions and improvements to the management at the bi-weekly online video meetups.
- Being meticulous about details and double-checking the work before presenting solutions to international team of developers resulting in completing high quality work while effectively following multiple projects and deadlines.

### UX/UI Designer ♦ Ratoong, Copenhagen, Denmark (03/2018-06/2018)

- Redesign of existing website and app based on user research results. ([ratoong.com](http://ratoong.com))
- Writing design documentation, provided a company with described design goals and brand vision.
- Generating personas, customer journey maps, and wireframes helped the team unite on the common goal to improve and optimize the customer experience. Google analytics and user test results showed implementing customer centric design solutions resulted in increased number of returning customers.
- Designing web and mobile clickable prototypes using Adobe software such as Photoshop CC, Illustrator CC, Adobe Xd, Premiere Pro CC, and After Effects resulting in producing high quality design solutions in a timely manner.
- Looking up coding solutions and presenting to the developers resulted in a more motivated team and created AGILE environment, where we go from first design mockup to user tests and refined design to the implementation phase in a week.

### Freelance Web Designer ♦ USA & Slovenia (09/2016-Present)

- Managed personal food blog on WordPress.org <http://www.misschili.net/>
- Designed a portfolio website for a San Francisco based graphic designer <http://www.sallyhuang.net/>
- Built a student portfolio showcasing my classroom projects <http://www.masawudesign.dk/kea/portfolio>
- Built a personal portfolio showcasing my most recent design projects <http://www.masawudesign.dk/>

### Executive Assistant ♦ KLIMER STIRN & CO. d.n.o., Domzale, Slovenia (11/2012-Present)

- Defined company's branding and designed strong promotional materials which helped the company to become one of the most recognizable and trustworthy clean room testing brands on Slovenian market.
- Managed business partners' and customers', preparing regulation compliances prior to testing and post-processing test result.
- Automated the system for overviewing of company's logistics and fleet expenses reporting.
- Organized meetings, planning international business trips, education seminars, and organizing team building events...

## EDUCATIONAL BACKGROUND

**Web Design AAST Degree** • GPA 4.0 • 2019 • SEATTLE CENTRAL COLLEGE, WA, USA

**Kea Multimedia Design & Communication** • GPA 4.0 • 2019 • KEA Københavns Erhvervsakademi, COPENHAGEN, DENMARK

**Office Administration Certificate** • GPA 4.0 • 2017 • CITY COLLEGE OF SAN FRANCISCO, CA, USA