

Maša Wu

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OBJECTIVE

Seeking UX/UI position at a tech-savvy company where my creativity, design thinking, prototyping, communication, and project management skills will help your organization create valuable user experience for your customers.

EXPERIENCE HIGHLIGHTS

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

- Providing constructive criticism on design solutions, managing and assigning task using TRELLO and promoting motivation among team members. Our team designed creative and effective solutions for complex design challenges in a timely manner.
- Leading bi-weekly online video meetups presenting progress and design solutions to the stakeholders.
- 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 ♦ Easy.bi, Germany, Slovenia (06/2018 - 12/2018)

- Following user centered and creative thinking techniques to produce hi-fidelity prototypes for mobile and desktop software. Our customers have reported our digital solutions have resulted in saved time and increased performance of their employees.
- Improved company's business processes by introducing agile prototyping and user testing techniques.
- Strengthened and improved brand recognition by designing powerful marketing material such as redesign of the website (easy.bi), tagline and slogans, digital promotional banners, stickers...
- Effectively exchanging information and communicating design solutions with international teams on daily basis through different platforms: Google docs, Adobe Creative Cloud, JIRA, TRELLO, and SLACK resulting in improved team performance.

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

- Redesigned company's website and app following best design practices and user research results (ratoong.com)
- Outlined and created written design documentation.
- Generated personas, customer journey maps, and wireframes to help 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.
- Designed web and mobile clickable prototypes using various Adobe software (AI, Ps, Ed), Figma and Zeplin.
- Presented solutions to developers resulted in more motivated team and created AGILE environment, where we were able to go from first design mockup to user tests with more refined design to the implementation phase timely manner.

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

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

Executive Assistant ♦ Klimer Stirn & CO. d.n.o., Domzale, Slovenia (11/2012 - 03/2018)

- Defined company's branding and designed strong promotional materials which helped the company to become recognizable and trustworthy clean room testing brand on Slovenian market.
- Prepared regulation compliances prior to clean room tastings and regularly analyzing and post-processing test result.
- Managed communication between international business partners, customers, and managers.
- Regularly organized meetings, international business trips, educational seminars, and 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