

# Charles Wu

PRODUCT DESIGNER

Product designer focused on solving mission-driven goals through simplification and inclusive design.

## Experience

### LivePerson | Sr UX Designer

Sep 2019 – Present

- Building and scaling the company design system to improve product accessibility & consistency
- Exploring the chatbot/AI industry for ways to improve customer relationships and improve agent efficiency and effectiveness
- Creating products that simplify complex data with intuitive and actionable interfaces through research & testing

### Highline Beta | UX Engineer

Jul 2018 – Jun 2019

*Highline Beta is a startup that builds new ventures in partnership with corporations. I was responsible for managing, designing, and developing projects on several ventures, working with stakeholders, directors, engineers, designers, and end-users.*

- Analyzed *Female Funder* traffic metrics and redesigned the site, which increased user engagement and conversion rates
- Created *Highline Beta*'s design system, increasing the design & development team's consistency and efficiency
- Conducted user research to validate solutions for a new venture in the CPG industry; coordinated with directors to define growth targets and customer experience; iterated & implemented designs, exponentially growing the monthly customer base
- Designed and built the *100+ Accelerator* site in React, which increased content clarity, branding, site metrics, SEO ratings, site accessibility, and mobile responsiveness

### CareerJSM | Sr UX Designer

Sep 2016 – Apr 2018

*CareerJSM is a software startup that helps users find jobs with online tools & resources. I managed feature designs and user testing.*

- Designed core features that improved user engagement and value, like the Job Tracker and the Networking Dashboard
- Implemented accessibility and responsiveness standards across the platform, by conducting audits and adding automated testing
- Mentored team members and established the company in best practices for UX through presentations and documentation
- Developed features while working closely with engineers using EmberJS, HTML/SCSS, and PostgreSQL

### DIVE Networks | UX Designer

Aug 2015 – Jul 2016

*DIVE Networks is a startup that provides a feed of real-time news for companies. I led feature design, testing, and optimization.*

- Researched environmental factors to optimize readability, and established company design standards and requirements for the product
- Developed an automation script to detect visual bugs, increasing product quality and development efficiency
- Hosted UX training sessions for the company, enabling engineering and product teams better design for customers

### McKinsey Digital Labs | UX Designer

Summer 2014

- Created designs that visualized complex data, which highlighted insights and increased reading fluency
- Successfully pitched products to stakeholders with interactive prototypes (built with Framer JS)

## Education

### University of Waterloo

Honors Systems Design Engineering,  
Option in Management Science

## Skills

Product Strategy  
Design Systems  
User Research  
Responsive & Accessible Design

## Tools

Figma  
Sketch  
Adobe Creative Suite  
Invision  
Axure  
Git

## Dev. Languages

HTML  
CSS  
JS  
React  
Python