


# Charles Wu

UX Developer with Mobile specialty

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## Objective

I aim to solve interaction problems using simple, effective methods. I love working *and* playing with new technologies.

## Experience

### UI Designer

McKinsey Digital New York City, NY

Jun–Aug 2014

- Developed customer requirements define and create objectives, data-driven designs, and interactive prototypes
- Designed wireframes, storyboards, and high level designs for several Fortune 500 companies

### UX/Android Developer

Intelligent Mechatronics Systems Waterloo, ON

Sep–Dec 2013

- Conducted user research and needs analyses to redesign car Infotainment app to increase overall customer experience
- Analyzed and improved Android codebase, decreasing load time by approximately 50%

### iOS Mobile Developer

Ash City Worldwide Richmond Hill, ON

Jan–Apr 2013

- Managed product development lifecycle, prototyping, development, and testing of company app
- Developed, designed, and published an inventory and ordering iOS App independently

### Web Content Developer

Raymond James Ltd. Toronto, ON

May–Aug 2012

- Worked with several senior level advisors to create custom websites for them
- Redesigned the employee Intranet site using HTML5, CSS3, JS, Photoshop, and Flash
- Created and updated content for the Raymond James home page, impacting hundreds of daily users

### Business Project Assistant

York Municipality Newmarket, ON

Sep–Dec 2011

- Developed a new user feedback system that was implemented in several senior assistance centres
- Improved complex workflows by introducing digital formats
- Improved user experience through simplification and reduction of required clicks per action

## Skills

**Proficient:** User Research, Problem Analysis, Prototyping (Adobe CS)

**Experienced:** Front-End, iOS/Android Dev

**Familiar:** Machine Intelligence, Production Management.

## Education

**Bachelor of Applied Science in Systems Design Engineering, Management Science Option** (Graduating April 2015)

University of Waterloo, Waterloo, ON

Relevant Courses: Cognitive Ergonomics, Human Factors, Engineering Design

## Activities and Interests

### Projects

- Working on citizen science and gamification project to increase efficiency of visual classification tasks
- Created device to wirelessly transfer data files via gestures
- Developed and published an Android study tool
- Developed a fitness tracking app to process sensor data
- Freelance Photography

### Volunteer

- EngSoc Class Rep for Systems Design 2015 (2010 - Present)
- Orientation Leader and Director (2012 - 2014)

### Student Organizations

- Co-op Storage - Co-Founder & Designer (2014)
- BufferBox - Student Designer and Team Lead (2012)

### Recreation

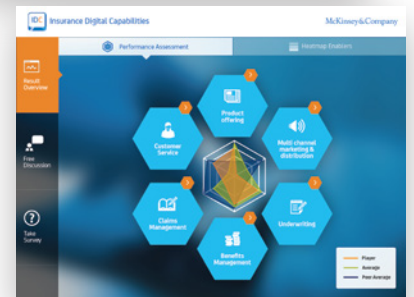
Biking, Frisbee, Volleyball, Soccer, Piano, Guitar, Cinema, Short walks on the beach

# Portfolio

## Design and Development

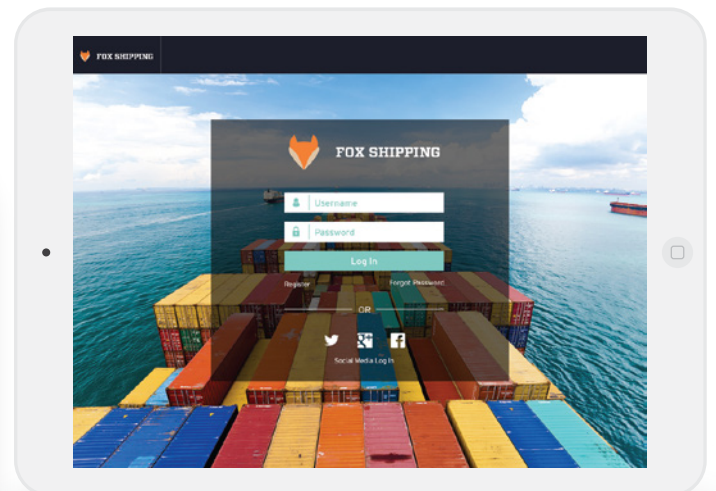
### Digital Health Insurance

Developed dashboard and survey screens for an iPad app that focused on survey distribution and analytics. By designing with behavioural nudges in mind, users can better understand and evaluate tasks, decreasing task completion time.



### iPad Login Screen

Developed multiple iterations for a login screen and featured animation features using Framer.JS

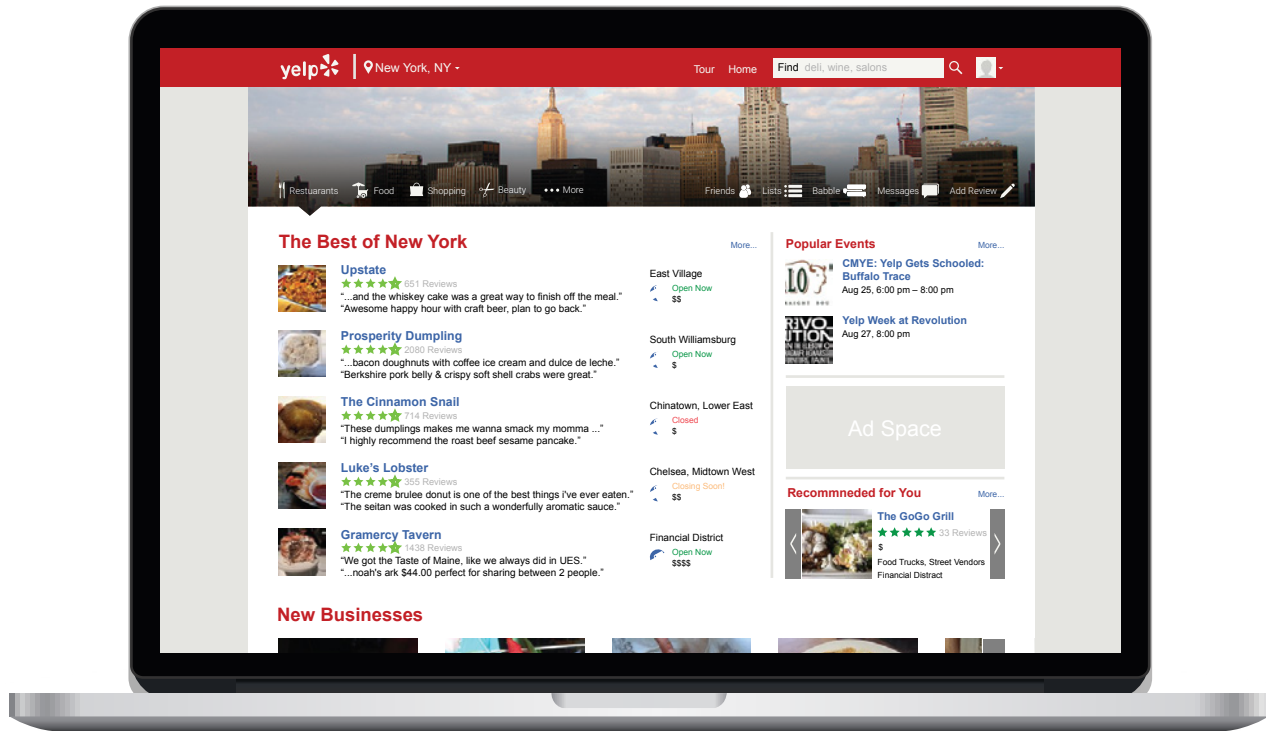


# Portfolio

## Design and Development

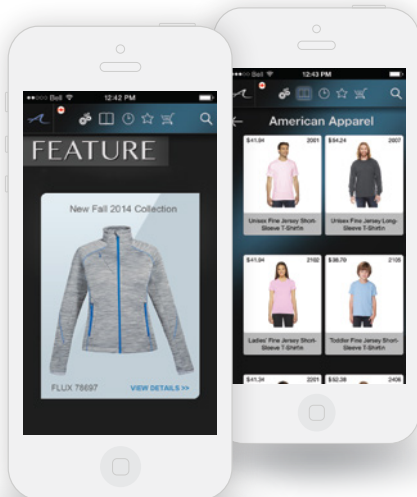
### Yelp Redesign

Yelp has been an amazing tool for me and countless others – but I felt it needed a fresher look to help improve the user experience. With this redesign, I kept the 80-20 rule in mind and strove to simplify and refine existing features. A more in depth analysis can be viewed on my website.



### Ash City iOS App

Independently designed, developed, and published a catalogue and ordering app.



### Focus Android App

Independently designed, developed, and published a work timer, based on the pomodoro technique.

