

# Charles Wu

UX Designer & Developer

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## Objective

I aim to solve interaction problems through the use of research and prototyping, ensuring beautiful and effective results.

## Experience

### UI Designer

McKinsey Digital New York City, NY

Jun–Aug 2014

- Developed customer requirements by defining and creating objectives, data-driven designs, and interactive prototypes
- Designed wireframes, storyboards, and high level mock-ups for several Fortune 500 companies

### UX/Android Developer

Intelligent Mechatronics Systems Waterloo, ON

Sep–Dec 2013

- Conducted user research and needs analyses to redesign a vehicle infotainment app and improve customer experience
- Analyzed, developed, 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 inventory app
- Single-handedly developed, designed, and shipped said app

### Web Content Developer

Raymond James Ltd. Toronto, ON

May–Aug 2012

- Worked with several senior level advisors to design and develop custom websites
- Redesigned the Canada Intranet site using HTML5, CSS3, JS, Photoshop, and Flash
- Created and managed content for the Raymond James website, impacting hundreds of daily users

### Business Project Assistant

York Municipality Newmarket, ON

Sep–Dec 2011

- Developed a new user feedback system that was then implemented in senior assistance centres
- Simplified complex workflows by migrating to a digital medium
- Improved user experience through simplification and the reduction of required clicks per action

## Skills

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

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

**Other:** Cognitive Ergonomics, Machine Intelligence, Production Management

## Education

**Bachelors of Applied Science (BASc), Systems Design Engineering, 2015**

Option in Management Science

University of Waterloo, Canada

## Activities and Interests

### Projects

- **Crowd Curio:** a citizen science and gamification project (UX design and web-dev)
- **Proxima:** Created a device to wirelessly transfer data via gestures
- **Focus:** Developed and published an Android study tool
- **InFit:** Developed a fitness tracking app to process sensor data

### Volunteer

- Engineering Society Class Rep for Systems Design 2015 (2010 - 2015)
- Orientation Week Leader and Director (2012 - 2014)

### Student Organizations

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

### Recreation

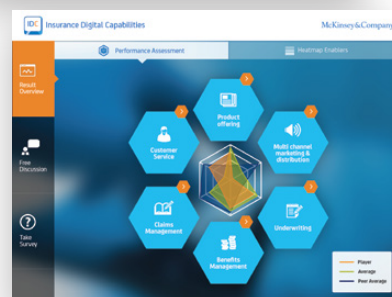
Photography, Biking, Volleyball, Frisbee, Piano, Cinema, Short walks on the beach

# Portfolio

## Design and Development

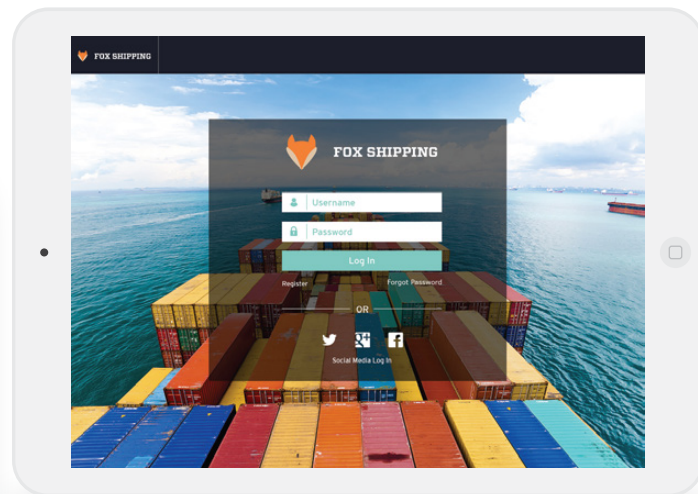
### Digital Health Insurance

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



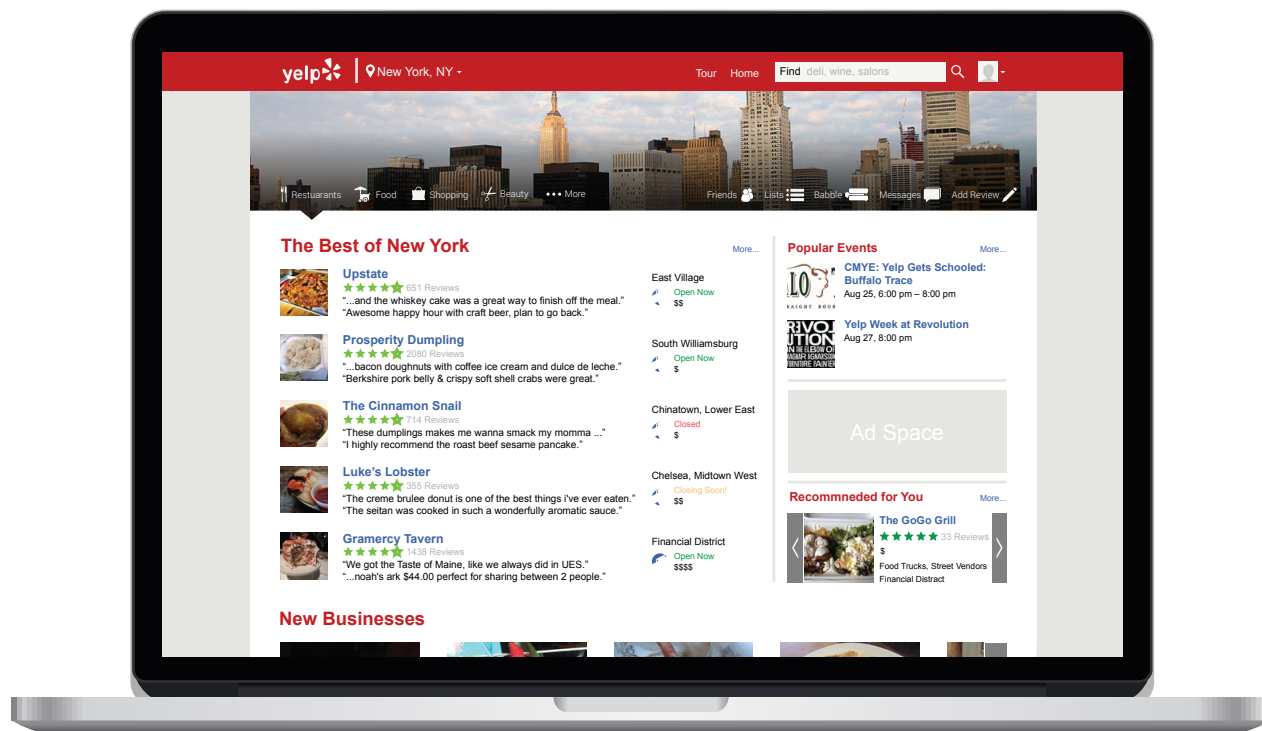
# Portfolio

## Design and Development

### Yelp Redesign

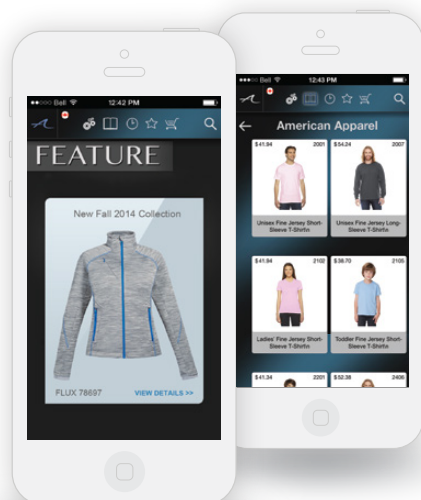
Yelp has been an amazing tool for me and countless others – but I felt it needed a fresher look to help improve the user experience. With this redesign, I kept the 80-20 rule in mind and strove to simplify and refine existing features.

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.

