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.

• Mentored team members and led the company in best practices for UX through presentations and documentation.

• Implemented accessibility and responsiveness standards across the platform, by conducting audits and adding automated testing.

• Facilitated design sprints, which led to the creation/redesign of 2 features that improved user engagement and value.

• Developed features with 2 other 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, creating standards and requirements for design components.

• Hosted UX training sessions for the company, enabling engineering and product teams better design for customers.

• Developed an automation script to detect visual bugs, increasing product quality and development efficiency.

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