


Charles Wu

Systems Design Engineering, Management Science Option

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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: Consulting, Objective C, HTML/CSS, Javascript

Familiar: Machine Learning, SQL, Python

Education

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

University of Waterloo, Waterloo, ON

Relevant Courses: Cognitive Ergonomics, s & Algorithms

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