Charles Wu

User Experience Designer

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Summary

Digital user experience designer with 7 years of experience. Has an engineering background and worked as a developer before transitioning into UX. Focused on discovering user-problems, and designing & iterating on solutions to build impactful products.

Skills

UX
Product Strategy
Design Systems
User Research
Responsive & Accessible Design

Dev
HTML, CSS, JS (React)
Git, Python

Tools

Figma, Sketch, Adobe Xd
Invision, Axure
llustrator
Photoshop
After Effects
VSCode
Command Line Interface

Experience

UX Designer | Highline Beta   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.

Senior UX Designer | CareerJSM   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.

UX Designer | DIVE Networks   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.

UX Designer | McKinsey Digital, McKinsey & Company   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).

UX Designer & iOS Developer | Ash City (acquired by alphabroder)   Spring 2013

Ash City was a producer and distributor of commercial apparel. I was responsible for the design and development of their debut iOS app.

- Researched and defined product goals for the app in order to increase sale volume. Independently designed, developed, and iterated on the app while presenting progress to management. Completed project within 4 months, increasing overall sales by 10+%.

Education

Systems Design Engineering, Option in Management Science   Class of 2015

Bachelors of Applied Science, University of Waterloo