# Charles Wu

#### UX Designer

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## Summary

A versatile user-experience designer & developer. Adept in converting user needs into product requirements, with project analysis skills. Efficient at creating designs that translate into tangible results, through the means of prototypes, animation, and code. His areas of expertise include:

## Skills

**UX:**  User Research, User Testing, Wireframing, Information Architecture Design, Prototyping (Adobe Xd, Ai, PS, Sketch, InVision, Axure), Web Accessibility (WCAG 2.0)

**Dev:** HTML, CSS (SCSS, BEM), JS (Vanilla, Ember), Python, Git

## Experience

Senior UX Designer

CareerJSM, Toronto Sep 2016 – Apr 2018

* Designed features, wireframes, mockups, and prototypes for stakeholders to demonstrate new features
* Conducted user testing and interviews for product validation and quality assurance
* Tracked and analyzed user data for KPI validation
* Audited and implemented code for accessibility, responsiveness, and localization
* Presented to and mentored co-workers on UX best practices

UX Designer

DIVE Networks, Toronto Aug 2015 – Jul 2016

* Led company UX training sessions to enhance overall product direction
* Optimized content for web and TV displays, factoring in content size, speed, and viewer distance
* Created user personas and use-cases to enhance functionality and usability for key audiences
* Developed an automation script to isolate anomalies by analyzing visual differences

UX Designer

Crowd Curio, Waterloo Jan 2015 – Jun 2015

* Created a crowd-sourced, citizen science website and platform
* Improved user engagement by testing and optimizing different layouts and through added gamification elements
* Designed information architecture maps, wireframes, and prototypes, implemented with HTML/CSS/JS

UX Designer (Co-op)

McKinsey Digital Labs, New York Jun 2014 – Aug 2014

* Assessed 4 client projects, analyzed feature requirements, and generated designs
* Produced wireframes, storyboards, and mock-ups, making use of user research and user-centered design principles
* Developed and presented interactive prototypes with FramerJS

iOS Developer & Product Designer (Co-op)

AlphaBroder (formerly Ash City), Richmond Hill Jan 2013 – Apr 2013

* Conducted user research and needs analyses to improve user accessibility, while ensuring safety and law compliance
* Enhanced application interface and code optimization

## Education

Bachelors of Applied Science (BASc), University of Waterloo

Systems Design Engineering, Option in Management Science

## Projects and Interests

Projects

* Curio-X: Designed and optimized a citizen science and gamification project to digitally catalog plant images
* BufferBox (acquired by Google): Led a team of 3 student designers and marketers for product growth
* Proxima: Fabricated a glove to wirelessly transfer data via gestures
* Focus: Built and published a study tool on Android
* InFit: Developed a fitness tracking app to process biometric data

Recreation

In my free time, I enjoy rock climbing, photography, volleyball, biking, cooking, and traveling