

Nikki Wu

UX/UI Developer

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Vancouver, BC

EDUCATION

Emily Carr University of Art + Design

Interaction Design

Vancouver, BC | 2020-2021

RED Academy

Web Development Professional

Vancouver, BC | 2018-2018

Pacific Institute of Culinary Arts

Culinary Arts

Vancouver, BC | 2015-2016

DESIGN

Adobe Photoshop, Adobe Lightroom,

Adobe Illustrator, Adobe Animate, Adobe

XD, Figma, Overflow

CODE

HTML, CSS, JavaScript, React,

JQuery, WordPress, PHP, Sass,

Node.JS, Git, Webpack, WebStorm

INTEREST

Sports Analytics

Fitness Training

Photography

Cooking

WORK EXPERIENCE

Adfast Canada Corp — *Product Designer*

Montreal, QC | Aug 2021 - Present

- Led the redesign and launch of the new global Adfast website by collaborating with different teams to ensure effective brand alignment and delivery
- Research and conduct user-testing to achieve a simple and compelling user experience
- Compiled design opportunities to present to management, backed by a competitive and SWOT analysis to increase the traffic to the new website
- Constructed wireframes, user flows, prototypes, journey maps, mockups and personas to ensure a quality UX experience
- Develop and design layouts, colour palettes, fonts and a style guide to modernize the new Adfast e-commerce/information website

Champs Sports Canada — *Sales Associate*

Vancouver, BC | Aug 2014 - Sept 2019

- Work in a team to effectively achieve daily goals and sales initiatives
- Received recognition for most insoles, shoe care sold, and top sales per hour
- Receive and organize large shipments and sort in designated aisles
- Provide excellent customer service through effective communication
- Take the initiative under little to no supervision from management

UX/UI DESIGN

1PC

- A web-based application that guides users through a PC building experience
- Allows users to use suggested builds by the app and upgrade selected parts
- Competitive analysis, wireframes, user flows, prototypes
- Case study on my portfolio

Nike: The Blazer Project

- Full research on Nike, including competitor analysis (SWOT), communication, and design opportunity
- Briefed and interviewed someone with extensive knowledge of sneakers and trending fashion
- Created a Nike Blazer specific page to replace what Nike has as their current promotional page for the Nike Blazer
- Introduced a mixture of retro and future-forward designs to intrigue new customers
- My goal "To create a new interface for both long-time and new Nike fans to inspire new fashion trends with the Nike Blazer while giving them the history recognition they deserve."

ColorsxStudio Native App

- COLORS is a unique aesthetic music platform showcasing exceptional talent from all around the globe.
- Used NPR Tinydesk and Sirius radio for competitive analysis
- Allows users to have early access to videos and app-exclusive content
- Intuitive design for a smooth shopping experience
- Read and learn more about your favourite artist or find a new artist
- Case Study was written and added to Behance

CODING PROJECT

Calmversation — *Web Developer + Project Manager*

- Calmversation learning foundation offers courses that ensure students and teachers have a socially innovative approach to learning
- Worked with a team of 4 to provide consumers with a simple and intuitive UX/UI
- Facilitated meetings daily through slack and in-person between designers and developers to ensure client goals and requirements were met on time
- Worked with WordPress and PHP with MYSQL as the back-end.
- We used PHP to create the sites structure and added post types, custom field types, and plugins
- With MYSQL I was able to maintain the security of the site and move it to the respected domain
- Frequently compiled and merged the team's code to debug and test the website for any errors allowing an immediate fix.