Xiaoyan (Cheryl) Wu

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Education

University of Michigan, Ann Arbor | GPA: 4.0/4.0   May 2023
Master of Science in Information, focus on user-centered agile development
Related courses: Contextual Inquiry and Consulting Foundations, Introduction to Interaction Design, Fundamentals of human behaviors, Graphic design and visual communications, Developing Mobile Experience (React Native)

Shanghai University   July 2020
Bachelor of Engineering in Digital Media Technology | GPA: 3.48/4.0
Related courses: C/C++, Data Structure, Computer Networks, Operating System, Animation, 3D Modeling, etc.

Professional Experiences

Product Manager (UX design)   Apr 2021-Jun 2021
PingAn Technology ｜ Baishitong
- Responsible for the iteration and project management of Life Insurance's Askbob (AI-powered chatbot)
    - **Improve the workflow** of searching and **information restructure** of the customer info cards through consulting the business department and understanding the searching process of Life Insurance salespeople.
    - Improve the recognition rate through managing generalized words, designing backend configuration items

Product Manager   Oct 2020-Apr 2021
NIO ｜ Digital Cockpit and Development Department
- Independently responsible for **optimization of basic map navigation functions** and UX design of senseless parking
- Conduct competitor research of product structure and scenarios of car calendar. **Build product plans and output prd**.

Product Manager (UX design)   Aug 2020-Oct 2020
Trip.com Group ｜ Finance BU Wealth Management business
- **Designed a product recommendation page and Increased the conversion rate from homepage to detail page by 22%** through communications with different department and a fully understand of business process of the wealth management product(20,000+ daily UV of newcomers) and its coupons system
- Monitoring the UV and conversion rate of each page, through daily maintenance of different channels and monthly activities to attract new users.

Projects

"Groushop" – A platform to find group order to share delivery costs | Course project   Fall 2021
- The platform provides convenience in finding groups buying together to share/avoid delivery fees, and combines different retail brands so that users don't need to create different accounts on each brand.
- Independently defined the product, designed wireframes and prototypes.

UX consulting for University of Michigan, Landscape Informatics Lab | 4-people team | Course project   Fall 2021
- Contextual Inquiry: Inquire the needs of the project team. Design the interview protocol and conduct interviews of different groups of users. Provide recommendations to the client.
- Conduct background research of how to improve the visualization during the data analysis process in a DSS.

"An AR tour map of historic architectures in Shanghai"｜5-people team   Aug 2019-Mar 2020
- Conducted competitor research, user research, designed functions and UX workflow of the system
- Developed using Unity and Vuforia
- Municipal Innovation and entrepreneurship training program of 2019
- First Prize of 6th National College Students Digital Media Extracurricular Works Competition

Skills

Programming：HTML, CSS, JavaScript, Python, C#, React, SQL
Software：Figma, Axure, AdobeXd, Photoshop, Illustrator, AfterEffects, Premier, Maya, Unity