

Billy Wu

Product Designer (UX/UI)

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6265182669



WORK

Product Design, Web Developer

June 2016–Current

KBW Global Corp.

- Lead the redesign of current KBW Global current website.
- Took part in agile process and iterated on design based on product feedback.
- Conducted user Research and usability testing.

I am a designer with a graphic background. My passions lies in building empathy, prototyping concepts, and iterating for the solution.

Graphic Design Intern

Summer 2018

BlueSquare Innovations

- Lead the redesign of current KBW Global current website.
- Took part in agile process and iterated on design based on product feedback.
- Conducted user Research and usability testing.

PROJECTS

Visual Designer, UX Designer

Fall 2021

Alera

- Ideated and designed mobile application for women's safety walking alone at night.
- Conducted contextual user research and facilitated design sprints.
- Conducted usability testing and reiterated based on product feedback.

Visual Designer, UX Designer

Fall 2021

Doggie!

- Ideated and designed application for breaking down ingredients in popular food dog brands.
- Wireframed, prototyped, and conducted usability testing.

EDUCATION

B.A. in Product Design, Minor in Communication Design

[Parsons School for Design](https://parsons.edu)

3.7 2018–2023 (expected)

SKILLS

Design

Rapid Prototyping, Wireframing, Sketching,

Visual Design, Branding Design

Rapid Prototyping, Wireframing, Sketching,

Front End Development

Html, CSS

User Research

Survey, Interview, Journey Mapping, Usability Testing,

Languages

Advanced: English, Mandarin, Teo Chew

ACHIEVEMENTS

Google UX Design Professional Certified