Mai (Chloe) Wu

UI/UX, Product designer

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📍 San Francisco 📞 001 857 707 5032

Skills

Web Design	C,C++,C#,Objective-C
Mobile Design	HTML, CSS
Dashboard	Javascript, jQuery
Interaction design	Coffeescript
User Research	Git, XML
Prototyping	Ruby on Rails
Wireframe	Python
A/B Testing	SQLite, MySQL
Google Analytics	VB.NET, ASP.NET
Illustration	
Print design	

Tools

Sketch
ADOBE XD
Framer.js
Zeplin
Invision
GitHub
Atom
X-code

Languages

English
Japanese
French
Mandarine

Awards

Augast 2014
Apportable Sponcer Award - YC Hack 2014
Y Combinater / Mountain View

January 2013
EyEAm Sponcer Award - PhotoHackDay 2014
Microsoft / Tokyo

Education

September 2015 – September 2016
Graphic & WEB Development
ITD Canada Vancouver

June 2014 – August 2014
Computer Science, iOS Developing
Make Scohol San Fransicso

April 2008 – September 2012
Economics & Information Technology
Nihon University Tokyo

Experience

September 2014 – Present · San Francisco
Founder / UI/UX Designer - Mixin LLC,
iOS App / Android App / Web / Dashboard / Printing / Branding / Product Design / Interaction Design / UX Research / Wireframes

· Worked cross-functionally with 5 startups and CEOs on defining user personas, brands and key features
· Designed user interface according to each startup stage level.
· Designed, prototyped, and created meaningful user interface for web, mobile app, tablet and dashboard.
· Facilitated design discussions both internally and externally for early-stage startups including CEO, exectives and engineer teams, to define intuitive user experience, test the idea and give the to iterate the process and into the product
· Designed workflows, wireframes and prototypes based on user persona and comparision research
· Worked to generate metrics to track the effectiveness of design
· Designed the effective onboarding, userflow, incentivization and push notification to improve customer retention rates by 200%

September 2012 – Devember 2013 · Tokyo
UI/UX Designer - CyberAgent Inc,
Renewal Web & Mobile Sites / Mobile Apps / Research / Data analysis / Research / AB Testing

· Redesigned website to improve user experience and visualization
· Redesigned user interface for iOS and Android app and led the product for ten million users product
· Worked with advertising, marketing teams and engineer team to produce effective multicultural campaigns and events for users
· engaged existent users and reach potential users and clients through the event on the mobile app
· Designed web campaign that boosted user engagement by 30%
· Drove ground-breaking sales on Fashion and Cosmectics clients
· Developed communication strategy for the mobile app based on user data analysis, market research and actual A/B testing

September 2010 – September 2012 · Tokyo
Creative Planner - CyberAgent Inc,
Web & Mobile App Campain / Research / Data analysis / AB Testing

· Worked with sales and marketing managers to create innovative digital ads to develop powerful brand messages for clients
· Gained a comprehensive context for advertising strategies by analyzing a wide range of information in great detail, including the client's market share and demographics of thier product
· Run qualitative research groups; using a variety of market research data to monitor cultural and social trends and their impact on consumer's attitudes, behaviors and perceptions