

# queenie wu

queeniwu.com

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## toolbox

### Skills

User research, Information architecture, Interaction design, Usability and concept testing

### Design

Figma, Sketch, InVision, Principle, Illustrator, Abstract

### Development

HTML, CSS/SCSS, jQuery, C++, React.JS, Git

## work

### Product Design Intern - Palantir

5/2019 - Present

- Information architecture, visual design, and front-end development on Gaia: geospatial analytics tool for investigation intelligence and non-profits
- Research and exploration for future geospatial data visualization frameworks

### Design Intern - Shopify

9/2018 - 12/2018

- Conducted user research to gather qualitative data, directing design roadmap and metrics around automation products for enterprise businesses on Shopify Plus, streamlining 4+ million business processes daily
- Sole designer on scaling user flow, interactions, and content guidelines for the Shopify Flow integration development experience, increasing number of integrations built by 260% within a four month period

### Product Design Intern - Scotiabank

1/2018 - 4/2018

- Initiated design thinking through Google Venture sprints and implemented designs in React.JS web app promoting financial literacy and responsibility in youth
- Directed qualitative user interviews and usability testing on prototypes resulting in intuitive designs picked up by Scotiabank Digital Factory

## not work

### Brand Designer and Web Developer - UW Blueprint

1/2019 - Present

- Directing the visual brand and voice for student team at the University of Waterloo focused on philanthropic technology for non-profit organizations

### President - UW/UX

5/2018 - Present

- Growing Waterloo's student design community by leading team to plan events, provide learning resources, and connect with UX industry leaders

### Design Lead - TEDxUW

4/2018 - 10/2018

- Guided and mentored the design team to create TEDxUW 2018's consistent and recognizable brand attracting 24k+ unique online impressions and 700+ attendees

## school

### Systems Design Engineering - University of Waterloo

9/2017 - Present

- Pursuing a specialization in Management Sciences