

queenie wu

queenie.io
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work

UX Research Intern

Handshake

01/2020 – 04/2020

Proposed and implemented foundational research initiatives, adapted methods and goals amidst COVID-19 to understand and address unprecedeted user needs in the career discovery journey of 5+ million college students.

Led research and design to launch pronoun identification feature in the student profile, advocating for gender-inclusive design directly to VP-level leadership.

Collaborated on overhaul of mobile design system to standardize visual patterns while mentoring novice designer on UI principles and critique best practices.

Product Design Intern

Palantir

05/2019 – 08/2019

Designed, validated, and developed interactive data visualization features for Gaia - a collaborative geospatial mapping tool, powering critical investigative workflows of philanthropic and government agencies across the globe.

Synthesized seemingly disparate interactions from 3 products into a singular, ecosystem-wide design solution for communicating complex network dependencies.

Experience Designer

Rebis Immersive

07/2019 – 08/2019

Created brand assets and designed interactive elements for an immersive dance performance – *Those Before Us*, helping raise \$10K in funding and attracting 2K+ attendees with work featured in Broadway World and Time Out New York.

Product Design Intern

Shopify

09/2018 – 12/2018

Initiated evaluative research of trial features and surfaced key insights on user behaviours that redefined success metrics around trust and performance of Shopify Plus automation products, streamlining 1+ billion business processes.

Collaborated with engineering, content strategy, and product marketing to ship tools that minimized the learning curve for developing Shopify Flow integrations.

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Team Lead / Advisor

UW/UX

05/2018 – Current

Fostering University of Waterloo's design community by supporting the executive team in organizing events, growing a virtual discussion space, and establishing corporate partnerships to connect students with industry professionals.

Founder

16 Weeks of Internships

04/2019 – 04/2020

Assembled and directed a team of 18 creators to produce digestible video content targeted towards students that humanize internships and lower the barrier of tech industry jargon, garnering over 50,000 Youtube views.

President

UW Blueprint

08/2019 – 12/2019

Managed multidisciplinary teams of 40 students in building technology for local and international non-profits. Tackled challenges in hiring process, team culture, and organization structure to elevate each member's unique skills and passions.

toolbox

Figma, Sketch, Principle,
Adobe CC, HTML/CSS,
React.js, C++

UI/UX design, systems and service
design, product strategy, design
collaboration and facilitation

Qualitative and quantitative research
methods and data analysis, usability
testing, reporting and communication

school

University of Waterloo
09/2017 – 05/2022

Bachelor of Applied Science in Systems Design Engineering, Minor in Sociology.