

queenie wu



queeniwu.com

queeniwu2017@gmail.com

toolbox

Skills

Visual design, Art direction,
Prototyping, User research,
Usability and concept testing

Design

Sketch, Figma, InVision,
Principle, Illustrator,
Abstract

Development

HTML, CSS/SCSS, C++,
Python, React.JS, Git,
SQL

work

Product Design Intern - Shopify

9/2018 - 12/2018

- Conducting user research to guide future design roadmap and OKRs around the Flow product for enterprise businesses on Shopify Plus
- Designing within existing UI systems to optimize merchant experience for human centered automation, streamlining 4+ million business processes a day
- Improving information architecture and content guidelines for the Flow integration development experience, increasing number of integrations built from 8 to 18 within in a four month period

Product Design Intern - Scotiabank FactoryU Innovation Lab

1/2018 - 4/2018

- Initiated product thinking on an Agile team through designing wireframes and developing ReactJS web app to promote financial literacy in students
- Directed insightful user interviews and usability testing on prototypes resulting in intuitive designs picked up by the Scotiabank Digital Factory team

community

Outreach Lead - UW/UX

5/2018 - Present

- Leading outreach initiatives for events, talks, and workshops to connect the University of Waterloo student and local professional UX communities

Content Director - UW Blueprint

1/2019 - Present

- Directing the brand and voice for the philanthropic tech team at the University of Waterloo

Design Lead - TEDxUW

4/2018 - 10/2018

- Guided and mentored the design team to create TEDxUW's first animated interactive UI elements, enhancing participants' digital experience
- Shaped a consistent, recognizable brand with 24k+ unique online impressions

education

Systems Design Engineering - University of Waterloo

9/2017 - Present

Class Academic Representative