

# queenie wu



queeniewu.com

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## toolbox

### Skills

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

### Design

Sketch, Figma, InVision,  
Principle, Illustrator,  
Abstract

### Development

HTML5, CSS/SCSS, C++,  
Python, jQuery, React.JS

## work

### UX Design Intern - Shopify

9/2018 - Present

- Conducting research and creating future design roadmaps with product managers around the Flow product for businesses on Shopify Plus
- Designing within existing UI systems to optimize merchant experience for human centered automation, streamlining over 1 million business processes

### Product Design Intern - Scotiabank FactoryU Innovation Lab

1/2018 - 4/2018

- Initiated product thinking through designing and developing web app promoting financial literacy on an Agile team
- Introduced and mentored team with prototyping software, improving iteration production speed by 75%
- Directed insightful user interviews and usability testing on prototypes resulting in intuitive designs picked up by the Scotiabank digital team

## community

### Design Lead - TEDxUW

4/2018 - 10/2018

- Guiding and mentoring the design team to create TEDxUW's first animated interactive UI elements, enhancing participants' digital experience
- Shaping a consistent and recognizable brand attracting 700+ delegates

### Outreach Lead - UW/UX

5/2018 - Present

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

## education

### Systems Design Engineering - University of Waterloo

9/2017 - Present

Class Academic Representative