

queenie wu



queeniwu.com

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toolbox

Skills

User research, Information architecture, Art direction, 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

- Conducted user research to direct design roadmap and metrics around the Flow product for enterprise businesses on Shopify Plus
- Sole designer on scaling information architecture and content guidelines for the Flow integration development experience to increase number of integrations built from 8 to 21 within in a four month period
- Designed within existing UI systems to optimize merchant experience for human centered automation, streamlining 4+ million business processes a day

Product Design Intern - Scotiabank FactoryU Innovation Lab

1/2018 - 4/2018

- Initiated design sprints 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 visual brand and voice for student team at the University of Waterloo focused on philanthropic technology for social good

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