queenie wu

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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
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 1+ 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
- 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 Factory 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 and local professional design communities

education

Systems Design Engineering - University of Waterloo   9/2017 - Present
Class Academic Representative