Ruo Yu (Chloe) Wu

UX/UI Designer | Product Designer | UX Researcher

📞 07884718369   ✉ ruoyuwu10@gmail.com   🔗 [**Portfolio Link**](#)   📍 London

Education

Goldsmiths - Msc User Experience Engineering
2023/09 - 2024/09

Tatung University - Industrial design
2014/09 - 2018/06

About Me

I'm a UI/UX and Product Designer based in London with a background in **Industrial Design** and **UX Engineering**. I specialize in **User Research**, **UI/UX Design**, and **Product Strategy**, crafting intuitive and impactful digital experiences.

I have experience designing **Cross-Platform Interfaces** for web and mobile applications, including 3D printing software, and collaborating with cross-functional teams from concept to launch. With a solid foundation in **Front-End Development (HTML, CSS, JavaScript)**, I bridge the gap between design and implementation to create seamless, user-centered solutions. I'm also comfortable using 3D software to support visual and interactive design workflows.

I hold an MSc in User Experience Engineering and a Post-Study Work (PSW) visa, allowing me to work in the UK. I enjoy coding and web development — I even coded my own portfolio website.

Professional & Technical Skills

UX/UI Skills

User Research & Testing: User Interviews, Usability Testing, Competitor Analysis, Data Analysis

UX Design: Wireframing, Prototyping, Information Architecture, User Personas & Journey Mapping

UI & Interaction Design: Visual Design, Animation, Motion Design, Mockups, Design Systems

Tools & Software

Design & Prototyping: Figma, Sketch, Adobe XD, Marvel, Miro

Adobe Suite: Illustrator (AI), Photoshop (PS), After Effects (AE)

3D Modeling: Rhino, Cinema 4D

Web Development : HTML, CSS (Sass), JavaScript

Languages

English   IELTS Band 7 (C1 Advanced)

Chinese   Native Speaker

Working Experiences (5+Years)

UI/UX Freelancer

SEP 2023 TO NOW | Remote, UK / Taiwan

Designed user-centric web solutions for clients and led user research, wireframing, prototyping, and front-end development (HTML, CSS, JS).

- AI Mentor Platform – Designed onboarding, dashboard, and chat UI for an AI mentorship site and improved task flow.
- Art Collector Portfolio – Built a minimalist, responsive site to showcase a 3D art collection, prioritizing elegance and performance.

Visiting Lecturer - Kun Shan University Department of Information Management

SEP 2024 TO NOW | Tainan Taiwan

Web Design Course: Developed and taught a UX/UI web design course, focusing on user-centered design principles and prototyping tools like Figma.

UI/UX Designer - Phrozen Tech Co., Ltd.

SEP 2021 TO NOV 2022 | Hsinchu Taiwan

1. Assisted in developing prototypes and wireframes, reducing design iteration time by 30%.

2. Collaborated closely with designers and engineers to create intuitive web and mobile interfaces, contributing to a 25% increase in user satisfaction (based on post-launch surveys).

3. Conducted user research and competitor analysis to guide design decisions, resulting in a 20% improvement in task completion rates during usability testing.

4. Participated in UI/UX design for websites, 3D printing software, and printer applications, improving user onboarding efficiency by 35%.

[PIXUP Website:](#) Contributed to the design of Taiwan's leading 3D model platform.

Sonic Mighty 8K: Assisted in refining the interface of a high-resolution 3D printer, reducing user error rate by 25%.

[Phrozen GO APP:](#) Designed interactive elements to improve the app's user experience, ensuring a seamless 3D printing process.

3D Designer - Modo Design

DEC 2018 TO MAR 2020 | Taipei Taiwan

1. Assisted in interaction design for retail and exhibition spaces, contributing to user-friendly spatial experiences.

2. Supported 3D modeling for store layouts and event installations.

3. Collaborated on spatial configuration and visual merchandising.

4. Helped design promotional materials and exhibition graphics.

New Balance 850 Pop-Up Store: Interactive design and spatial planning.

Taipei Fashion Week SS20 Exhibition: Exhibition layout and 3D visualization.

Design Intern - Tatung Company

FEB 2017 TO AUG 2018 | Taipei Taiwan

Designed marketing materials including banners, EDMs, exhibitions, and printed collateral.