

RUO-YU WU (Chloe)

UX/UI Designer | Product Designer | UX Researcher

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Education

Goldsmiths - Msc User Experience Engineering

2023/09 - 2024/09

Tatung University - Industrial design

2014/09 - 2018/06

About Me

Hello, I'm **Ruo Yu Wu (Chloe)**, 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 hold an MSc in User Experience Engineering and a **Post-Study Work (PSW) visa**, allowing me to work in the UK. Let's connect and build meaningful digital experiences together!

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, Basic JavaScript

Languages

English IELTS Band 7 (C1 Advanced)

Chinese Native Speaker

Working Experiences

Freelancer

SEP 2023 TO NOW | England

Assisted a Bristol-based collector in creating a portfolio website to showcase their art collection.

Kun Shan University - Visiting Lecturer 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.

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

SEP 2021 TO NOV 2022 | Hsinchu Taiwan

1. Assisted in developing prototypes and wireframes, improving design clarity and execution.
2. Collaborated with designers and engineers to create intuitive interfaces for web and mobile applications.
3. Conducted user research and competitor analysis to inform design decisions and enhance usability.
4. Gained hands-on experience in UI/UX design for websites, 3D printing software, and printer applications.

Projects

PIXUP Website: Contributed to the design of Taiwan's premier 3D model platform, improving user engagement.

Sonic Mighty 8K: Assisted in refining the interface for a high-resolution 3D printer, enhancing usability.

Sonic Mighty APP: Designed interactive elements to improve the app's user experience, ensuring a seamless 3D printing process.

Modo Design - Assistant Designer

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.

Projects

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

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

Tatung Company - Internship

FEB 2017 TO AUG 2018 | Taipei Taiwan

1. Banner, edm design
2. Exhibition design
3. Printed matter design