Ruo Yu (Chloe) Wu   UX/UI Designer | Product Designer | UX Researcher

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Working Experiences (5+Years)

UX/UI Designer - Nownook
JUL 2025 TO NOW | London, UK

As the UX/UI Designer at NowNook, a cultural-driven e-commerce startup, I design end-to-end product experiences across mobile and web. Highlights include:

- **Cross-Platform Experience**: Led the end-to-end design for both iOS/Android apps and responsive web, ensuring a consistent user journey and visual identity across platforms.
- **Engagement & Discovery**: Designed an 'emotional tagging' system to personalize content discovery, increasing user interaction depth and time-on-site.
- **Internal Tools**: Built a complex seller dashboard, simplifying data visualization and inventory management workflows, which parallels content management system (CMS) design.

UX/UI Freelancer
SEP 2023 TO NOW | Remote, UK

Led UX projects with a focus on **user research**, **usability**, and **user-centered** web design, from research to prototyping and front-end development (HTML, CSS, JS).

- **AI Mentorship Platform**: Designed the conversational UI and dashboard for an AI-driven platform. Optimized the user onboarding and task completion flows, ensuring intuitive interaction with complex AI models.
- **Art Collector Portfolio**: Built a minimalist, responsive site to showcase a 3D art collection, prioritizing elegance and performance.

Visiting Lecturer - Kun Shan University
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.

UX/UI Designer - Phrozen Tech Co., Ltd.
SEP 2021 TO DEC 2022 | Hsinchu, Taiwan

- **Leadership**: Led a design team of 3, coordinating tasks and mentoring junior designers to ensure high-quality deliverables and consistent design standards.
- **Subscription & E-commerce**: Led the UX strategy for PIXUP's subscription service, designing tiered membership flows that increased premium user conversion and platform revenue.
- **Complex Systems**: Collaborated with engineers to refine the interface of Sonic Mighty 8K, reducing user error rates by 25% through intuitive interaction design.
- **Onboarding**: Optimized the Phrozen GO App and software onboarding processes, boosting onboarding efficiency by 35% and ensuring a seamless 3D printing experience.
- **Research-Driven**: Conducted user research and competitor analysis to guide design decisions, resulting in a 20% improvement in task completion rates during usability testing.

[PIXUP Website](#) **(E-commerce Platform):** 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 Experience Designer - Modo Design
DEC 2018 TO MAR 2020 | Taipei, Taiwan

- Designed and optimized interactive retail and exhibition spaces, creating immersive and user-friendly spatial experiences.
- Developed 3D models, spatial configurations, and merchandising concepts to enhance customer journeys and brand storytelling.
- Produced promotional materials and exhibition graphics to strengthen brand identity and audience engagement.

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

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

Education

Goldsmiths - Msc User Experience Engineering	2023/09 - 2024/09
Tatung University - Industrial design	2014/09 - 2018/06

Professional & Technical 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

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

Adobe Suite & 3D Modeling: Illustrator (AI), Photoshop (PS), After Effects (AE), Rhino, Cinema 4D

Web Development : HTML, CSS (Sass), JavaScript, Webflow, Shopify, WordPress