Ryan H. Wu | UX DESIGNER

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📍 Andreasstr. 22, 10243 Berlin, Germany

👤 26 May 1986, U.S.A. (German Permanent Residence Permit)

🌐 www.wuryan.com

SUMMARY

I am a Berlin based experienced Content Specialist / UX Designer with a demonstrated history of working in E-commerce. My skillset include expertise in Digital Content Strategy, Content Optimization through data analysis, copywriting (SEO), editing, User Experience Design as well as solid communication and presentation skills. I am a firm advocate of design thinking and I believe this mindset can be applied to any discipline to create intuitive, seamless, and memorable experiences.

WORK EXPERIENCE

PARTNER CONTENT SPECIALIST
4/2016 - Present
Booking.com (Deutschland) GmbH | Berlin, Germany

- Manage content performance of 7,000+ Booking.com properties in Germany to drive conversion
- Curate and edit web copy based on guest and partner feedback to minimize user frictions
- Lead internal Design Thinking workshops and advocate user-centered solutions to innovate and improve user experience of the site
- Analyze research reports to create new activities for partner engagement
- Execute marketing campaigns for partner events, webinars, and workshops
- Facilitate partner workshops and webinars to educate and empower partners to maximize their potential business on Booking.com

CONTENT EDITOR
2/2015 - 4/2016
Booking.com (Deutschland) GmbH | Berlin & Munich, Germany

- Curated and improved property content that accurately reflects the properties on Booking.com with the mission to empower guests to book with confidence
- Conducted user research and created online travel guides for Munich and Stuttgart.
- Ensured inbound partner and customer requests are handled with high quality service
- Assisted in usability testing and collected user feedback to improve web copy and minimize user frictions

PROGRAM COORDINATOR
4/2012 - 4/2014
New York University Berlin | Berlin, Germany

- Assisted in opening the first Global Research Institute site of NYU Berlin
- Provided on-going operational support for the Global Research Institute
- Successfully planned and managed over 10 academic workshops and conferences which included creating and designing of conference schedule, advertising events, and managing responsibilities between on-site staff
- Organized and led seminars on diverse intercultural topics for undergraduate students

STUDENT ASSISTANT
8/2008 - 9/2010 & 8/2011 - 4/2012
IES ABROAD | Berlin, Germany

GERMAN FACULTY ASSISTANT
9/2010 - 12/2010
King's College London | London, UK

EDUCATION

CareerFoundry | Berlin, Germany — 6/2017 - 2/2018
Certified User Experience Design Program, UX Design
- Focused on data-driven UX methodology with a comprehensive, hands-on training spanning from user research, user journeys, user personas to information architecture, wireframing, prototyping and user interface
- Developed several real-world projects during the course, using software and tools such as Sketch, Invision, Lucidchart, Usability Hub, Balsamiq and Prott

Humboldt University of Berlin | Berlin, Germany — 10/2009 - 7/2014
Master of Arts (M.A.) - German as a Foreign Language
Erasmus Exchange at University of Paris VII in Paris, France (2011)

University of Redlands | Redlands, CA, USA — 8/2004 - 5/2008
Bachelor of Arts (B.A.) - German, *summa cum laude*
Bachelor of Music (B.M.) - Music Performance
Junior Year Abroad at University of Vienna in Vienna, Austria (2006 - 2007)

AWARDS & SCHOLARSHIPS

Leonardo Da Vinci Internship Scholarship | London, UK — 9/2010 - 12/2010

German-French Youth Language Scholarship | Lyon, France — 3/2010

Fulbright Scholarship | U.S. Department of State, USA — 9/2008 - 7/2009

DESIGN SKILLS & TOOLS

Skill	Rating	Skill	Rating
Research & Data Analysis	●●●●○	Wireframes	●●●●○
Competitive Analysis	●●●●○	Mockups	●●●●○
Personas	●●●●○	Prototyping	●●●●○
User Cases & User Flows	●●●●○	Usability Testing	●●●●○
Experience Map	●●●●○	Workshop Facilitation	●●●●●
Information Architecture	●●●○○	Presentation	●●●●●

HOBBIES & INTERESTS

- Nutrition
- Fitness
- Photography
- Travel
- Nature
- Technology

LANGUAGES

- **ENGLISH** — Native
- **CHINESE** — Native
- **GERMAN** — Near Native
- **FRENCH** — Fluent

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