Shelly Wu

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Professional Summary

- Passionate designer with over 5 years of experience in UX and Industrial Design, driven by curiosity and a commitment to user-centric design.
- Skilled in navigating the product design process and effectively collaborating with diverse teams on various projects.

Work Experience

The University of Hong Kong, Hong Kong | UX Designer (Full-Time)| 06/2022 – 12/2023

- Redesigned the web platform during the Co-op to enhance Japanese primary school students' English language learning experience and streamline teacher test creation, resulting in increased adoption by other primary schools in Japan. The positive feedback led to the project's continuation as a contract job.
- Optimized user experience throughout the entire UX design process including user research, the introduction of new features, usability review, and, resulting in a 43% boost in student engagement and satisfaction.
- Ensured usability and accessibility by collaborating with engineering teams during the redesign of the assessment platform for university students, resulting in a successful launch of new design solutions.

Elegante Arts Packaging Company Limited | Industrial Designer (Full-Time)| 06/2018 – 06/2022

- Designed over 180+ OEM and ODM projects from initial concept to finished product, advocating for design choices that align with both business and client needs.
- Collaborated closely with cross-functional teams including engineering, project managers, and manufacturing to successfully implement design solutions and create prototypes that exceeded client expectations.
- Led branding and marketing initiatives, organizing and managing 10+ successful events and fairs.
- Conducted competitive analysis to understand the market landscape and identify industry trends, evaluating competitor offerings to identify opportunities for differentiation and innovation.

TE Information Technology Limited | Product Designer (Full-Time)| 11/2017 – 05/2018

- Work at a start-up company with an online money exchange platform and mobile app. Successfully attracted new customers and increased customer acquisition by 30% within 3 months after accepting the new design and marketing strategies.
- Responsible for user research, information architecture, interaction design, and visual design, prototyping and user testing across web and mobile products.
- Collaborate with product managers, business partners, and engineers to help define product requirements and roadmaps.

Skills

Design Tools:	Figma | Adobe Creative Suite (Ps, Ai, Xd, Ae, Pr, Id) | Sketch | InVision | Miro
3D Tools:	Solidworks | Keyshots | Rhinoceros
Languages:	HTML/CSS | JavaScript

Education

Ontario College Graduate Certificate | Interactive Media Management | 01/2022 – 12/2022
Centennial College, Toronto, ON
Major Courses: User Interface Design | User Research | Wireframing | Prototyping | Usability Testing

Bachelor of Arts (Hons) | Product Design | 09/2016 – 06/2017
Birmingham City University, Birmingham, England
Major Courses: Contextual Research and Analysis | Development and Realization

Higher Diploma | Product Design | 09/2012 – 06/2014
Hong Kong Design Institute, Hong Kong
Major Courses: Product Design Fundamentals and Studies | Competition and Collaboration Projects | Creative Thinking