





Shelly Wu

UX/UI Designer - Toronto, ON (Working permit)

 shellywu.design

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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.

SKILLS

Design Tools: Figma, Adobe CS (Ps, Ai, Xd, Ae, Pr, Id), Sketch, InVision, Miro, Solidworks, Keyshots,

Dev Tools: Git, VS Code,

Languages: C, C++, C#, HTML, Javascript, SQL,

Concept: Design Process, Design pattern, Agile, Waterfall,

EXPERIENCE

UX Designer | *The University of Hong Kong, Hong Kong (Remote)*

Jun 2023 - Present

- Redesigned two web platforms to enhance student's learning experience and streamline teacher test creation.
- Optimized user experience throughout the entire UX design process as the lead designer.
- One of the project led to increased adoption by schools and a 43 percentage boost in student engagement and satisfaction.

Industrial Designer | *Elegante Arts Packaging Company Limited, Hong Kong*

Jun 2018 - Jun 2022

- Designed 180+ OEM and ODM projects from concept to product, aligning with both business and client needs.
- Led branding and marketing initiatives, organizing and managing 10+ successful events and fairs.
- Conducted competitive analysis and market research to identify market trends and innovation gaps.
- Provided monthly presentations to stakeholders and team leads to guarantee the correct direction of the project.
- Collaborated with multiple departments to deliver new design solutions.

Product Designer | *TE Information Technology Limited, Hong Kong*

Nov 2017 - May 2018

- Managed multiple projects involving design and marketing for a start-up company.
- Revamped the online money exchange platform and mobile application.
- Contributed to the development of marketing strategies and materials.
- Successfully attracted new customers, achieving a 30 percentage increase in customer acquisition within 3 months of implementing the strategies.

EDUCATION

Centennial College

Jan 2022 - Dec 2022

Ontario College Graduate Certificate of Interactive Media Management

Ontario, Canada

MajorCourses: User Interface Design, User Research, Wireframing, Prototyping, Usability Testing

Birmingham City University

Sep 2016 - June 2017

Bachelor of Arts (Hons) in Product Design

Birmingham, England

MajorCourses: Contextual Research and Analysis, Development and Realization

Hong Kong Design Institute

Sep 2012 - June 2014

Higher Diploma in Product Design

Hong Kong

Major Courses: Product Design Fundamentals and Studies, Competition and Collaboration Projects, Creative Thinking

Futuretek Academy: Cantek

Feb 2024 - Mar 2024

Certification in Full Stack Development

Ontario, Canada