Tiffany Wu

EXPERIENCE

UX Designer — The University of Texas at Austin School of Information

March 2023 - May 2024 | Austin, Texas

- Migrated department website from Drupal 7 to 10, enhancing site hierarchy and user experience while ensuring seamless content updates.
- Led the design of event materials for the iSchool 75th celebration banquet, contributing to an event with over 300 attendees and heightened brand visibility.
- Launched podcast series "Our iSchool, Our Stories" by editing 12 episodes and creating compelling graphics, resulting in over 1,000 downloads in the first month.

UX Design Intern — Sovos Compliance

June - August 2023 | Remote, US

- Conducted competitive analysis and stakeholder interviews to inform design decisions for tax determination UI; presented design solutions and actionable research insights to the design team and relevant stakeholders.
- Created data grid design system components and assisted with documentation.
- Optimized unclaimed property and tax reporting software, reducing load time by 33% and increasing efficiency of service team workflow.

Product Designer — Plogg

April - November 2021 | Remote, Canada

- Created wireframes and prototypes by following design system; validated design solutions and newly launched features through a/b testing and google analytics which increased conversion rate of ecommerce webstore by 1%.
- Utilized user research insights to launch promo of the day campaign which increased sales by $15,000 a month.

Product Designer — Terramera

January - April 2021 | Vancouver, Canada

Conducted 10+ discovery interviews to identify key user needs and pain points in the controlled environment agriculture sector; developed personas and mockups to support business case development which aided in landing a business grant.

UX/UI Design Intern —   Huemon Co, Ltd.

Jul - Aug 2020 | Taipei, Taiwan

Collaborated with a cross functional team to understand users and deliver an end-to-end responsive web experience for a food subscription service from concept to dev handoff.

Web Designer/Developer — UBC Department of Forestry CALP Lab

May 2019 - April 2020 | Vancouver, Canada

Designed and developed an interactive website with HTML/CSS/JavaScript.

CONTACT

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EDUCATION

University of Texas at Austin
January 2022 - May 2024
M.S. Information Studies

University of British Columbia
December 2020
B.Sc. Computer Science

SKILLS

Figma
Sketch
Framer
Illustrator
Photoshop
InDesign
Adobe Creative Suite
Product Design
User Research
WCAG 2.1/2.2 Web Accessibility
Qualtrics
UserTesting
Dovetail
Dscout
HTML
CSS
JavaScript
SQL