

Tiffany Wu

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RELEVANT EXPERIENCE

Sovos, UX Design Intern

JUNE 2023 - AUGUST 2023 | REMOTE, US

- Conducted competitive analysis and stakeholder interviews to understand pain points and use cases for tax rules and exemptions to generate constructive suggestions for change in the new UI.
- Developed mockups and prototypes following Sovo's Mosaic design system for unclaimed property and tax reporting software which increased efficiency of service team workflow.
- Presented design solutions and recommendations to the design team and relevant stakeholders across cross functional teams for iterative feedback.

Plogg, UX Designer

APRIL 2021 - NOVEMBER 2021 | VANCOUVER, CANADA

- Presented actionable recommendations to relevant stakeholders by gaining empathy and understanding pain points through mixed methods such as competitive analysis, usability studies, and interviews which informed design decisions and marketing strategy.
- Validated designs by triangulating qualitative and quantitative data through usability testing, a/b testing, and google analytics which increased conversion rate for ecommerce clients.
- Launched promo of the day campaign based on user research insights which increased ecommerce sales by more than \$15,000 a month.

Terramera, UX/UI Designer (Contractor)

JANUARY 2021 - APRIL 2021 | VANCOUVER, CANADA

- Produced wireframes, prototypes, and high fidelity mockups which were used as a demo to pitch to potential business partners.
- Planned and executed user research by recruiting and interviewing relevant stakeholders to understand needs and pain points in the controlled environment agriculture space.
- Developed user personas and user journeys based on interview and secondary research insights which aided in landing a business grant.

Huemon Co, Ltd., UX/UI Design Intern

JULY 2020 - AUGUST 2020 | TAIPEI, TAIWAN

- Delivered an end-to-end responsive web experience for a plant-based food subscription service from concept to high fidelity mock-up to execution and development handoff.
- Collaborated with a cross functional team of product managers, designers, and engineers to understand requirements and ensure user-centered designs.

UBC Department of Forestry CALP Lab, Web Designer

MAY 2019 - APRIL 2020 | VANCOUVER, CANADA

- Designed a climate educational booklet into an interactive website and maintained the visual identity of CALP which increased citizen awareness and engagement with climate change.
- Identified pain points of student platforms with mixed user testing methods and presented findings and recommendations to relevant stakeholders which informed user navigation and information hierarchy optimization.

EDUCATION

University of Texas at Austin

Expected: May 2024

M.S. Information Studies, GPA 4.0

Specialization - UX Design and Research

University of British Columbia

December 2020

B.S. Computer Science

Specialization - HCI

SKILLS

UX Design

Product Design, UX Design, UI Design, Interaction Design, Visual Design, Wireframing, Prototyping, Design Thinking, Information Architecture

UX Research

User Personas, Journey Mapping, Storyboarding, Affinity Diagram, Usability Testing, Competitive Analysis, Surveys, Interviews, Heuristic Evaluation, A/B Testing, WCAG 2.1 A11y Evaluation

Tools

Figma, Sketch, Framer, ProtoPie, Adobe XD, Illustrator, Photoshop, InDesign, UserTesting, Qualtrics, SurveyMonkey, Dovetail, Miro, Mural, InVision, Moqups

Programming

HTML, CSS, JavaScript, SQL

AWARDS

UT Austin iSchool Layton B. Murphy
Endowed Presidential Scholarship

JUNE 2023

UT Austin iSchool Benonine Muse
Scholarship

JUNE 2022

UBC Grace Hopper Conference
Scholarship

SEPTEMBER 2018