

Tiffany Wu

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EXPERIENCE

Sovos, UX Design Intern

JUNE 2023 - AUGUST 2023 | REMOTE, US

- Conducted competitive research and stakeholder interviews to understand use cases for tax rule changes and tax exemptions to create recommendations for new product UI.
- Created 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/Analyst

APRIL 2021 - NOVEMBER 2021 | VANCOUVER, CANADA

- Gained empathy for customers through mixed methods research such as comparative analysis, usability studies, interviews, and task analysis to understand pain points.
- Created wireframes and prototypes with design system components based on research insights and validated solutions through 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

- Conducted market 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.
- Produced wireframes, prototypes, and high fidelity UI mockups which were used as a demo to pitch to potential business partners.

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 conception to high fidelity mock-up and development handoff.
- Collaborated with a cross functional team of product managers, designers, and engineers by actively participating in discussions and receiving critiques to iterate on prototypes and ensure user-centered designs.

UBC Student Communications UX Lab, UX Research Intern

APRIL 2019 - AUGUST 2019 | VANCOUVER, CANADA

- Identified pain points of online student platforms with mixed user testing methods including perception tests, surveys, interviews, and affinity diagram analysis.
- Presented findings and recommendations to relevant stakeholders which informed user navigation and information hierarchy optimization.

EDUCATION

University of Texas at Austin

Expected: December 2023

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 & Research

- Wireframing
- Lo-fi Hi-fi Prototyping
- User Personas
- Storyboarding
- User Journey Mapping
- Usability Testing
- Competitive Analysis
- Surveys & Interviews
- Contextual Inquiry
- Heuristic Evaluation
- Accessibility Evaluation WCAG 2.1
- A/B Testing

Tools

- Figma
- Sketch
- Adobe XD
- Miro
- InVision
- Illustrator
- Photoshop
- InDesign
- Mural
- 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