Tiffany Wu

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EXPERIENCE

Sovos, *UX Design Intern*

JUNE 2023 - AUGUST 2023 | REMOTE, US

• Conducted competitive research and stakeholder interviews for sales and use tax product.
• Created mockups for unclaimed property software following Sovo's Mosaic design system.
• 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.
• Presented design solutions and recommendations to the design team and relevant stakeholders across cross functional teams for iterative feedback.

Terramera, *UX/UI Designer (Contractor)*

JANUARY 2021 - APRIL 2021 | VANCOUVER, CANADA

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

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