Tiffany Wu

tiffanywu0313.github.io | tiffany_wu@utexas.edu | Austin, Texas | Open to Relocation

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 rule changes and tax exemptions to draft 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*

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 user pain points.
• Created wireframes and prototypes with design system components 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 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: 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
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