

Tiffany Wu

EXPERIENCE

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

2023 - 2024 | Austin, Texas

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

Product Designer — Sovos Compliance

2023 | Remote, US

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

Product Designer — Plogg

2021 -2022 | Remote, Canada

Increased conversion rate by 1% through optimizing **ecommerce** webstore through usability & a/b testing, google analytics, and enhancing the **design system**; created additional \$15,000 sales a month by launching promo of the day campaign.

Product Designer — Terramera

2021 | Vancouver, Canada

Conducted research with stakeholders to understand user needs and pain points in the controlled environment agriculture space; developed personas and mockups for demos to business partners and research insights which aided in landing a business grant.

Product Designer — Huemon Co, Ltd.

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 — UBC Department of Forestry CALP Lab

2019 - 2020 | Vancouver, Canada

Designed and developed a climate educational booklet into an interactive website which increased citizen awareness and engagement with climate change.

CONTACT

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EDUCATION

University of Texas at Austin

M.S. Information Studies

University of British Columbia

B.Sc. Computer Science

SKILLS

Figma

Framer

Illustrator

Photoshop

InDesign

Product Design

User Research

WCAG 2.2 Web Accessibility

HTML

CSS

JavaScript

SQL