

# Tiffany Wu

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## EXPERIENCE

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

March 2023 - May 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

June - August 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

April - November 2021 | 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

January - April 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.

Jul - Aug 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/Developer — UBC Department of Forestry CALP Lab

May 2019 - April 2020 | Vancouver, Canada

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

## CONTACT

tiffanywubc@gmail.com

linkedin.com/in/tiffanywu-ubc/

[Portfolio: tiffanywu0313.github.io](https://tiffanywu0313.github.io)

## EDUCATION

### University of Texas at Austin

January 2022 - May 2024

M.S. Information Studies

### University of British Columbia

December 2020

B.Sc. Computer Science

## SKILLS

Figma

Sketch

Framer

Illustrator

Photoshop

InDesign

Adobe Creative Suite

Product Design

User Research

WCAG 2.1/2.2 Web Accessibility

Qualtrics

UserTesting

Dovetail

Dscout

HTML

CSS

JavaScript

SQL