

Tiffany Wu

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

EDUCATION

University of Texas at Austin

Expected: December 2023

M.S. Information Studies with a concentration in UX, GPA 4.0

University of British Columbia

December 2020

B.S. Computer Science

SKILLS

User Research

Usability Testing

Competitive Analysis

Surveys & Interviews

Contextual Inquiry

Affinity Diagram Analysis

Correlation Analysis

T-test Analysis

ANOVA Analysis

Heuristic Evaluation

A/B Testing

Design Tools

Figma

Illustrator

Sketch

Photoshop

AdobeXD

InDesign

UserTesting

Symplify

Qualtrics

SurveyMonkey

Programming

HTML/CSS

Javascript

SQL

AWARDS

UT Austin iSchool Benonine Muse

Scholarship JUNE 2022

Women in Product Conference

Scholarship OCTOBER 2020

UBC Grace Hopper Conference

Scholarship SEPTEMBER 2018

HackHLTH Tokbox Prize MAY 2018

RELEVANT EXPERIENCE

UT Austin IX Lab, Research Assistant

SEPTEMBER 2022 - PRESENT | VANCOUVER, CANADA

- **Transcribing and analyzing qualitative interview data** to understand how different fact-checking interfaces influence user beliefs and confidence level.

Plogg Media, UX Designer/Analyst

APRIL 2021 - AUGUST 2022 | VANCOUVER, CANADA

- Gained understanding of user pain points through mixed methods such as **usability testing, interviews, and task analysis** to provide actionable insights.
- Validated design solutions through **a/b testing and google analytics** which increased conversion rate for ecommerce clients.
- Pushed for promo of the day campaign based on user interview insights which increased ecommerce sales by more than \$15,000 a month.

Terramera, UX/UI Designer (Contractor)

JANUARY 2021 - APRIL 2021 | VANCOUVER, CANADA

- **Interviewed stakeholders** to understand user needs and pain points to **develop user personas** which assisted in landing a business grant.
- Developed **wireframes, prototypes, and UI mockups** based on user journey and customer needs which was used as a demo to potential partners.

UBC SPIN Lab, Research Assistant

SEPTEMBER 2020 - DECEMBER 2020 | VANCOUVER, CANADA

- Learned to conduct **thematic analysis** with MAXQDA and coded video data of user interviews to understand collaborative haptic learning patterns.
- **Analyzed quantitative data to determine correlation** between length of use of haptic devices and fundamental physics concept learning.

Huemon Co, Ltd., UX/UI Design Intern

JULY 2020 - AUGUST 2020 | TAIPEI, TAIWAN

- Delivered a **responsive web experience** with Figma for a food subscription service from wireframe to high fidelity prototype to development sign off
- Worked with a **cross-functional product team** to ensure designs meet the needs of the user and business.

UBC Student Communications UX Lab, UX Student Researcher

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** which optimized user navigation and information hierarchy.