

Tiffany Wu

EXPERIENCE

Founding Designer — Givvu

June 2024 - Present | Remote

Creating an AI-powered DMS tool for nonprofits to manage donation inventory.

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

March 2023 - May 2024 | Austin, Texas

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

UX Design Intern — Sovos Compliance

June - August 2023 | Remote, US

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

Product Designer — Plogg

April - November 2021 | Remote, Canada

- Created wireframes and prototypes by following design system; validated design solutions and newly launched features through a/b testing and google analytics which increased conversion rate of ecommerce webstore by 1%.
- Utilized user research insights to launch promo of the day campaign which increased sales by \$15,000 a month.

Product Designer (Contract) — Terramera

January - April 2021 | Vancouver, Canada

Conducted 10+ discovery interviews to identify key user needs and pain points in the controlled environment agriculture sector; developed personas and mockups to support business case development which aided in landing a business grant.

UX/UI Design Intern — 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 an interactive website with HTML/CSS/JavaScript.

CONTACT

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[Portfolio: tiffanywu.framer.website](https://tiffanywu.framer.website)

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

Framer

Adobe XD

Illustrator

Photoshop

InDesign

Adobe Creative Cloud

Product Design

Wireframing

Prototyping

Information Architecture

User Research

Usability Testing

User Interviews

WCAG 2.1/2.2 Web Accessibility

Qualtrics

UserTesting

Dovetail

HTML

CSS

JavaScript

SQL