

Tiffany Wu

tiffanywu0313.github.io | tiffanywu@alumni.ubc.ca

EDUCATION

University of British Columbia

May 2021

B.S. Computer Science

Relevant Coursework

Intro to HCI Methods

Advanced HCI Methods

Info Visualization

Intro to Artificial Intelligence

SKILLS

UX Design & Research

Wireframing & Prototyping

Personas & Storyboarding

User Journey Mapping

Visual Design

A/B Testing

Usability Testing

Competitive Analysis

Surveys & Interviews

Contextual Inquiry

Affinity Diagram Analysis

Heuristic Evaluation

Design Tools

Figma

Illustrator

Sketch

Photoshop

AdobeXD

InDesign

UserTesting

Symplify

Programming

HTML/CSS

Javascript

SQL

AWARDS

Women in Product Conference

Scholarship OCTOBER 2020

UBC Grace Hopper Conference

Scholarship SEPTEMBER 2018

HackHLTH Tokbox Prize MAY 2018

EXPERIENCE

Plogg Media, UX/UI Designer

APRIL 2021 - PRESENT | VANCOUVER, CANADA

- Conducted usability and a/b tests to discover ecommerce pain points and recommend interface improvements which increased conversion rate.
- Pushed for promo of the day campaign based on user interview insights which increased ecommerce sales by \$15,000+ a month.

Terramera, UX/UI Design Intern

JANUARY 2021 - APRIL 2021 | VANCOUVER, CANADA

- Interviewed controlled environment agriculture (CEA) tech stakeholders to develop user personas and understand CEA pain points and potential tech use cases for business grant proposal
- Developed wireframes, prototypes, and UI mockups based on user journey and customer needs which was used as a demo to potential partners

Huemon Co, Ltd., UX/UI Design Intern

JULY 2020 - AUGUST 2020 | TAIPEI, TAIWAN

- Delivered an end-to-end responsive web experience with Figma for a plant-based food subscription service from wireframe to prototype to development sign off by working with PMs and Engineers.

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.

INVOLVEMENT

UBC Launch Pad, UX/UI Designer

SEPTEMBER 2020 - APRIL 2021 | VANCOUVER, CANADA

- Created personas, concepts designs, wireframes, and prototypes for a group scheduling system that allows calendar integrations to plan meetings across time zones informed by user research and competitive analysis.

UBC SPIN Lab, HCI Research Assistant /UX Analyst

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.