

# Ting-Wei WU

UX / Product Designer

+1 415 627 8565  
tifwu@umich.edu  
tingweiwu.com

## SKILLS

### UX Design

Wireframing  
Prototyping  
Persona and Scenario  
Storyboarding  
Storytelling  
Sketching

### UX Research

Contextual Inquiry  
Competitive Analysis  
Affinity Analysis  
Heuristic Evaluation  
Eye Tracking

### Languages

Mandarin  
Cantonese  
Japanese  
Basic French

## TOOLS

### Software

Sketch, Photoshop, InDesign, Illustrator, InVision, SPSS

### Programming

Python, JavaScript, HTML/ CSS, Basic Java

## COURSE HIGHLIGHTS

Human-Centered Design on Coursera  
Interaction Design  
Integrated Product Design  
Needs Assessment & Usability  
Evaluation

## EDUCATION

### University of Michigan, Ann Arbor

Ann Arbor, MI | APR '19  
Master of Science in Information  
GPA: 4.0 | UX Research and Design track

### City University of Hong Kong

Hong Kong | JUL '16  
Bachelor of Arts in Translation and Interpretation  
GPA: 3.71 (Dean's list) | Full-tuition waiver scholarship

## SELECTED PROJECTS

### BuddyUp, Interaction Design

**Interaction Designer** | SEP '17 - DEC '17

Conducted rapid wireframing, prototyping and testing with Sketch and InVision to design a mobile app for connecting sport communities  
Iterated on storyboards, interaction flows and design specification based on user testing with MVPs of different features

### HomieCycle, 2018 CHI Student Competition

**UX Designer** | SEP '17 - DEC '17

Conceptualized and designed a ubiquitous computing solution to motivate behavior change of recycling in campus housing  
Consolidated research and testing results to instill the team's design decisions

### Streamline inbox workflow at EPA, Contextual Inquiry

**User Researcher, Project Manager** | SEP '17 - DEC '17

Performed contextual inquiry and affinity analysis to streamline email workflow  
Managed and guided the team to produce actionable recommendations for client

## WORK EXPERIENCE

### Detroit Zoological Society, Design Clinic

**UX Designer** | JAN '18 - present, Ann Arbor, MI

Design the learning platform to engage a larger, more diverse audience of volunteers

### DFI Inc.,

**Technical Writing and Marketing Intern** | FEB '17 - APR '17, Taipei, Taiwan

Created technical manuals and user guide in collaboration with technical writers, product managers and R&D team

Copiedited worldwide marketing materials and increased CTR by ~15%

### Language and Cognition Laboratory

**Research Assistant** | NOV '15 - JUL '16, Hong Kong

Initiated eye-tracking experiments and conducted head-to-toe research  
Champion of college-wide research awards & submitted for publication

### Testrite Group, Crate&Barrel Co., Ltd.

**Translator** | JUN '15 - AUG '15, Taipei, Taiwan

Translated customer-faced materials for brand introduction and positioning

## LEADERSHIP

### The Mental Health Association of Hong Kong

**Volunteer** | SEP '12 - FEB '16

### CityU Taiwanese Student Association

**Web Manager** | SEP '12 - MAY '13