

# Ting-Wei WU

UX/Product Designer

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

## 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

### Inbox at Environmental Protection Agency, 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

### 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

## 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

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

Graphic Design

Needs Assessment & Usability  
Evaluation

Contextual Inquiry

## LEADERSHIP

**The Mental Health Association  
of Hong Kong** | Volunteer  
**CityU Taiwanese Student Asso-  
ciation** | Web Manager