Tiffany Ting-Wei Wu

UX • Interaction Designer

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EDUCATION

University of Michigan, Ann Arbor

Master of Science in Information, UX Design and Research track

Ann Arbor, MI | Apr '19 | GPA: 4.0

City University of Hong Kong

Bachelor of Arts in Translation and Interpretation

Hong Kong | Jul '16 | GPA: 3.71 (Dean's list) | Full-tuition waiver scholarship

WORK EXPERIENCE

School of Information, UofM

UX Designer and Webmaster | Sep '18 - Present, Ann Arbor, MI

- Design and develop a website with CMS and create digital strategy to publicize a faculty research project

Google Inc.

UX Design Intern | May '18 – Aug '18, Mountain View, CA

- Planned and conducted head-to-toe UX design process of a product team to pitch and launch a new feature on Google Translate Android app for global users
- Collaborated with cross-functional roles and delivered design mocks, redlines and animated prototypes to facilitate product development

DFI Inc.

Technical Writing and Marketing Intern | Feb '17 – Apr '17, Taipei, Taiwan

- Collaborated with engineers, product managers, industrial designers and marketers to create intuitive technical manuals and user guides
- Planned worldwide marketing materials and increased CTR by ~15%

SELECTED PROJECTS

Kasvi

UX Designer | Jan '18 - Apr '18

- Created a product concept from designing, testing, developing to pitching in a simulated startup environment. Won "top-demanded product" among 6 teams
- Led UX research and design process in a cross-functional team and influenced design decisions with user-centered design approaches, including concept testing and interviews

Volunteer Training at Detroit Zoo

UX Designer | Jan '18 - Apr '18

- Managed client and stakeholder relationship for a consulting project with Detroit Zoo to understand the needs by affinity analysis and system mapping
- Planned head-to-toe UX efforts to evaluate and redesign the volunteer training program to streamline the onboarding process for volunteers and zoo staff

BuddyUp

Interaction Designer | Sep '17 - Dec '17

- Conducted rapid wireframing, prototyping and testing to design a mobile app for connecting sport communities and bridging information gaps in existing services
- Iterated on storyboards, interaction flows and design specification based on user feedback with prototypes of different fidelity

SKILLS

UX Design

Wireframing
Rapid Prototyping
Internationalization Design
Persona and Scenario
Storyboarding
User Journey Mapping
Storytelling

Qualitative Research

Competitive Analysis
Usability Testing
Contextual Inquiry
Interviews
Affinity Analysis
Heuristic Evaluation
Concept Testing

Quantitative Research

Eye Tracking
Surveys
Statistical Analysis

Programming

Python
HTML/ CSS
JavaScript
Java

TOOLS

Sketch
Illustrator
Photoshop
InVision
Principle
Framer
Tableau

COURSE HIGHLIGHTS

Interaction Design
Integrated Product Design
Needs Assessment & Usability Evaluation
Contextual Inquiry

HONORS

Champion of Discovery-Enriched Curriculum Research Awards