Tiffany Wu

UX • Product Designer

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WORK EXPERIENCE

SAP, Silicon Valley Next Talent rotation program
UX Designer | Jul '19 - Present, Palo Alto, CA

· Execute design research, interaction and visual design for an integrated product experience across multiple SAP product lines

· Revamp company roadmap for diverse customer types, from small businesses to large enterprises

School of Information, UofM
UX Designer and Webmaster | Sep '18 - May '19, Ann Arbor, MI

· Designed and developed a website, defined information architecture, and created digital strategy to publicize a faculty research project

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

· Executed head-to-toe UX design approaches to ship a new phrasebook feature on Translate Android app for global users

· Collaborated with engineers, researchers, product managers to define feature vision and delivered design research insights, design specs and prototypes in a fast-paced environment

DFI Inc.
Technical Writing and Marketing Intern | Feb '17 – Apr '17, Taiwan

· Collaborated with engineers, PMs, industrial designers and marketers to create intuitive user manuals for technical audience

· Increased CTR of worldwide marketing materials by ~15%

SELECTED PROJECTS

Insight: Consumer Health App
UX Designer | Sep '18 - Dec '18

· Iterated on causal diagrams, screen flows and design specification with design critiques and user feedback

Kasvi: Integrated Product Design
UX Designer | Jan '18 - Apr '18

· Created an IoT product concept from designing, testing, developing to pitching in a simulated startup environment

· Led UX research and design process in a cross-functional team and influenced design decisions with user-centered approaches

EDUCATION

University of Michigan, Ann Arbor

M.S. in Information – UX Design and Research
Ann Arbor, MI | Apr '19 | GPA: 4.0

City University of Hong Kong

B.A. in Translation and Interpretation
Hong Kong | Jul '16 | GPA: 3.71

SKILLS

UX Design

Wireframing
Rapid Prototyping
Persona and Scenario
User Journey Mapping
Information Architecture
Visual Design
Internationalization Design
Accessibility
VUI Design

Qualitative Research

Usability Testing
Contextual Inquiry
Comparative Analysis
Affinity Analysis
Heuristic Evaluation

Quantitative Research

Eye Tracking
Survey Design

Programming

Python, D3.js, HTML/ CSS, JavaScript
SQL, Git

TOOLS

Sketch, inVision, Principle, OmniGraffle
Adobe Creative Suite, Framer, Tableau