Ting-Wei WU

UX Designer

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SKILLS

UX Design
Wireframing
Prototyping
Persona and Scenario
Storyboarding
Sketching
Storytelling

UX Research
Contextual Inquiry
Affinity Analysis
Competitive Analysis
Heuristic Evaluation
Eye Tracking

Languages
Mandarin
Cantonese
Japanese
Basic French

TOOLS

Design
Sketch, Photoshop, InDesign, Illustrator, InVision

Programming
Python, JavaScript, HTML/ CSS, Java

HONORS

Champion of Discovery-Enriched Curriculum Research Awards

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 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 testing and feedback with MVPs of different features

HomieCycle, 2018 CHI Student Competition
UX Designer | SEP '17 - DEC '17
- Designed a ubiquitous computing solution from scoping, ideation to testing to motivate behavior change of recycling in campus housing
- Consolidated research and testing results to lead user-centered design decisions

Streamline Inbox Workflow at EPA
UX Consultant, Project Manager | SEP '17 - DEC '17
- Performed contextual inquiry and affinity analysis to streamline email workflow and reduce time for inbox work at US Environmental Protection Agency
- Led and managed the team to ensure rollout of on-time, actionable recommendations based on the research findings and organizational constraints

WORK EXPERIENCE

Detroit Zoological Society, Design Clinic
UX Designer | JAN '18 - present, Ann Arbor, MI
- Lead head to toe UX efforts to evaluate and redesign the learning platform to engage a more diverse audience of volunteers for enhanced visitor experiences

DFI Inc.
Technical Writing and Marketing Intern | FEB '17 – APR '17, Taipei, Taiwan
- Collaborated with engineers, project managers, industrial designers and marketers to create technical manuals and user guide
- Planned 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 pilot study of analyzing translators' cognitive behaviors to inform future HCI research direction

Testrite Group, Crate&Barrel Co., Ltd.
Translator | JUN '15 – AUG '15, Taipei, Taiwan
- Produced customer-facing materials for brand introduction and positioning

ENGAGEMENT

The Mental Health Association of Hong Kong | *Volunteer* | SEP '12 - FEB '16
CityU Taiwanese Student Association | *Web Manager* | SEP '12 - MAY '13