



Tiffany Ting-Wei Wu

UX • Interaction Designer

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

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

Google Inc.

UX Design Intern | MAY '18 – present, Mountain View, CA

- Lead and conduct UX research and design process of a product team to define milestones and deliver MVPs for experiments
- Deliver design mocks, specs and 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 guide
- Planned worldwide marketing materials and increased CTR by ~15%

Language and Cognition Laboratory, CityU

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

- Cooperated with branding team to achieve successful positioning in new market

SELECTED PROJECTS

Detroit Zoological Society, Design Clinic

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

- 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

HomieCycle, 2018 CHI Student Competition

UX Designer | SEP '17 - DEC '17

- Designed a ubiquitous computing solution from scoping, ideation to testing to motivate behavioral change of recycling in campus housing
- Consolidated research and testing results to lead user-centered design decisions by prioritizing design features that tie back to users' needs

SKILLS

UX Design

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

Qualitative Research

Competitive Analysis
Usability Testing
Contextual Inquiry
Interviews
Affinity Analysis
Heuristic Evaluation

Quantitative Research

Eye Tracking
Surveys
Statistical Analysis

TOOLS

Design

Sketch
Adobe Creative Suite
Principle
Axure
OmniGraffle
Framer

Programming

Python
HTML/ CSS
JavaScript
Java

LANGUAGES

Mandarin
Cantonese
Japanese
Basic French

COURSE HIGHLIGHTS

Interaction Design
Integrated Product Design
Needs Assessment & Usability
Evaluation