



Tiffany Wu

UX • Product Designer

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tingweiwu.com

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

- Executed head-to-toe UX design approaches to launch a new feature on Google Translate Android app for global users
- Collaborated with engineers, researchers, product managers to define product vision and delivered mockups, redlines and animated prototypes in a fast-paced environment

DFI Inc.

Technical Writing Intern | Feb '17 – Apr '17, Taipei, 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

NBC Universal: Personal Finance VUI

UX Designer | Jan '19 - Present

- Lead a UX consulting project to design and prototype the voice-first experience for millennials in personal finance space

Insight: Consumer Health App

UX Designer | Sep '18 - Dec '18

- Conceptualized and designed a consumer-facing health app to increase productivity and awareness of mindless screen time
- 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 a product concept from designing, testing, developing to pitching in a simulated startup environment. Won "top-demanded product" among 6 teams out of 400+ votes
- 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 (Dean's list)

SKILLS

UX Design

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

Qualitative Research

Usability Testing
Contextual Inquiry
Comparative Analysis
Affinity Analysis
Heuristic Evaluation

Quantitative Research

Eye Tracking
Survey Design

Programming

Python, HTML/ CSS, JavaScript, Php, Git

TOOLS

Sketch, Illustrator, Photoshop, inVision, Adobe XD, Principle, Framer, Tableau

HONORS

Champion of Discovery-Enriched Curriculum Research Awards