Ting-Wei WU

UX / Product 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 | OmniGraffle

Programming

Python | HTML/ CSS | JavaScript | 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

Detroit Zoological Society, Design Clinic

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

- Plan head to toe UX efforts to evaluate and redesign the learning program to engage a more diverse audience of volunteers for enhanced visitor experiences

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 by prioritizing design features that tie back to users' needs

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

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

- 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