



# Wu Dan

## Product Designer & UX Researcher

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## Skills

Critical incident interview / Cultural probe / Questionnaire / Grounded theory

Contextual Inquiry / Task analysis / Persona building / User journey Map

Design space / Brainstorming / Storyboard / Info architecture / Wireframing / Low to high fidelity prototyping

Usability Testing / AB Test



## Tools

Sketch / Photoshop / Illustrator  
InVision / Balsamiq / Axure RP/  
Principle/ Framer

3D Max / Solidworks

HTML / CSS / Bootstrap / Arduino  
jQuery / Coffee Script



## Languages

Chinese - Native

English - Working proficiency

German - Daily communication



## Experience



### Product Designer - Babbel

10/16 - Now Berlin, Germany

Worked with a full stack scrum team, iteratively improved the user experience of Babbel's onboarding process for the new users, also researched and led the design of a complex marketing analyzing tool for internal use.



### Master-thesis Intern - Babbel

02/16 - 10/16 Berlin, Germany

Explored the solution of engaging language learners in practicing more often, by using gamification theory and social interaction into a conversational interface. Applied participatory design methods into the whole research process from defining the problem to verifying the solution.



### Design Intern - Codemao Tech

05/15 - 07/15 Shenzhen, China

Designed framework and UI of the company's website and created cartoon video-game courses from concepts to production for kids learning coding.



### Co-founder, UX Designer - Moment Here

10/14 - 06/15 Paris, France

Led the team went through the business development process from marketing research to launching the MVP product to users. The main features are location-based virtual memory wall and postcard sending service for travelers.



### UI Design Intern - Schneider Electric (Beijing)

06/14 - 08/14 Beijing, China

Iterated the UX design for Energymost (a platform for Energy Management Open Platform) and maintained UI library for the style guide.



## Education



### Master in HCID - EIT Digital Master School

University of Saclay (Paris) + University of Twente (Netherlands)

Summer School - University of College London

Multi-disciplinary collaboration / Open-minded / Entrepreneurship



### Bachelor in Industrial Design - BUPT

Beijing, China

Creative thinking / Group work / Design skills / Interest of UX