Yusen Wu

UX/UI DESIGNER, PRODUCT DESIGNER, CRAFTER

Creative and user-focused UX/UI and Product Designer with 4+ years of experience in designing intuitive and aesthetically pleasing digital experiences. Passionate about solving user problems through design thinking, prototyping, and usability testing.

Portfolio: senerwu.me

New Jersey, USA

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WORK EXPERIENCE —

UX/UI Designer / DeepMedia.AI

Full-time, Remote, NJ / FEB 2021 - JUNE 2024

Designed **DubSync**, an AI-driven Video Universal Translator platform.

- Led the end-to-end design process, from research and planning to UX/UI design and implementation, optimizing speech-to-text, translation, and voice synthesis workflows. Integrated DubSync with video platforms like YouTube and TikTok, enabling seamless translation and voice synthesis for multilingual content.
- Worked closely with the engineering team to ensure seamless integration, optimizing workflows and delivering a high-quality user experience.

Early designer of **DeepID**, an AI-driven deepfake detection platform.

- Conducted research and planning, ideation, early layout, and UI design. Contributed to the metric design for video, image, and voice deepfake detection in DeepID

In charge of all design materials for a startup

- Led the design of logo and branding, visualized decks, posters, and cards for various conferences, and oversaw the creation of the company website to ensure a cohesive and impactful brand presence.

Experience Designer / Alibaba

Internship, China / JUNE 2019 - AUG 2019

Early designer of **TaoShop**, a creative social e-commerce platform.

- Executed user research towards social e-commerce sharing and purchasing process, identifying pain points in both the sharers' and buyers' ends, and empowered insights into Product, Operation, and Design.
- Conducted design exploration on how the platform could help sharers (sellers) enhance their selling ability and increase the GMV of the platform to 1 million per day.

UX Designer / Tp-Link

Full-time, China / JULY 2017 - NOV 2017

Led the design of the **Tether** app's onboarding process.

- Utilized expertise in user research, conducted in-depth competitor analysis and analyzed usability testing.
- Designed the in-app installation and configuration instructions for different WiFi networking products to help onboard users within 4 steps.
- Collaborated with product managers and developers to ensure seamless implementation.

Product Designer / Zhihu

Internship, China / MAR 2017 - JUNE 2017

Core-designer of App-wide Universal Search of **Zhihu** Android

- Utilized A/B testing, burying points, grayscale releasing, and user behavior analysis to decide the winner solution, increasing the search usage volume per capita by 5%. (Two years later, Gmail started using a similar design.)
- Worked closely with developers and testers to ensure the pace and quality of launch.

EDUCATION —

AUG 2018 - MAY 2020

MFA. Design and Technology

Parsons School of Design, NY

AUG 2013 - JUNE 2017

BE. Industrial Design

Zhejiang University, China

AWARDS —

Red Dot Design Award 2015

Parsons Dean's Merit Scholarship

SKILLSET —

Design

User Research / Wireframing & Prototyping / Usability Testing / User Journey Mapping / Personas / Information Architecture / Interaction design / Visual Design / Design System & Design Guides / Iconography & illustrations

Code

Arduino / HTML & CSS / Javascript / Processing

Tools

Figma / Sketch / Adobe Creative Suite / ProtoPie / Flinto / Axure