

WUYEN WU

UX Designer

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senerwu.me

— EXPERIENCE —

June 2019 - Aug 2019

Taobao, Alibaba - Experience Designer

Early designer of the creative social e-commerce platform, Taobao.

- Executed user-side design research towards social e-commerce sharing and purchasing process, finding the pain points of sharers' and buyers' needs in the whole product life cycle and empowered the insights into Product, Operation, and Design.
- Conducted product-side design exploration on how the platform could empower sharers to increase their selling ability.
- Helped to increase the GMV of the platform to 1 million on the special sales day.

Taobao In-App Creative Projects

- Collaborated with Taobao Creative Team to raise awareness of citizens about waste classification and increase returning users.

July 2017 - Nov 2017

TP-Link - UX Designer

On-boarding Process for Tether App

- Utilized expertise in user research, conducted in-depth competitor analysis, and analyzed usability testing.
- Designed the in-app installation and configuration instruction for different WiFi networking products to help onboard users within 4 steps.

Redesign of Mobile WebUI

- Uniformed hierarchies, navigation, controls in Mobile WebUI to reduce development and design costs. Added new features to improve user scenarios.

Mar 2017 - June 2017

Zhihu - Product Designer

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

- Designed several versions of the Zhihu Android new search feature.
- 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.

UX/UI improvements and New features

- Added video gesture control, anonymous mode, and column entrances to the platform on Android, iOS and Web.

— EDUCATION —

Aug 2018 - May 2020

Parsons School of Design, NY

MFA. Design and Technology

Aug 2013 - June 2017

Zhejiang University, China

BE. Industrial Design

Sep 2016 - Dec 2016

Singapore University of Technology and Design, SG

Exchange student in Product Design

— AWARD —

Red Dot Design Award 2015

Social Activity Scholarship

Tencent 2016 Internet Innovation and Entrepreneurship Competition Award (Top 2%)

Parsons Dean's Merit Scholarship

— SKILLSET —

Design

Affinity Diagram / Usability Testing / User Journey / User Research / Persona / Prototyping / Wireframing

Code

Arduino / HTML & CSS / Javascript / Processing

Tools

Adobe Suite / Flinto / Figma / InVision / Procreate / Sketch / Xmind / Zeplin