Yusen Wu

UX/UI DESIGNER | PRODUCT DESIGNER | 4+ YEARS OF EXPERIENCE | FOCUSED ON BUILDING INNOVATIVE AND IMPACTFUL PRODUCTS

PORTFOLIO —

senerwu.me

CONTACT —

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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.
- Collaborated closely with engineering to ensure seamless integration of design and functionality, resulting in a high-quality user experience.

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

- Designed and implemented key metrics for deepfake detection, contributing to the overall accuracy and effectiveness of DeepID.

In charge of all design materials for a startup

- developing a comprehensive brand identity (logo, color palette, typography) that effectively communicated the company's mission and values. Designed compelling pitch decks, posters, and cards for various conferences, resulting in positive feedback from potential investors and partners.

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. Increased 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. Reduced user onboarding time by 50%.
- Collaborated with product managers and developers to ensure seamless implementation.

Product Designer / Zhihu
Internship, China / MAR 2017 - JUNE 2017

Resigned 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%.
- Worked closely with developers and testers to ensure the pace and quality of launch.
* The optimized search design was later adopted by other major platforms, demonstrating its effectiveness.

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

Tools

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