



# Tiffany Wu

UX • Product Designer

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## WORK EXPERIENCE

### School of Information, UofM

**UX Designer and Webmaster** | Sep '18 - Present, Ann Arbor, MI

- Design and develop a website with CMS and create digital strategy to publicize a faculty research project

### Google Inc.

**UX Design Intern** | May '18 – Aug '18, Mountain View, CA

- Executed head-to-toe UX design approaches to launch a new feature on Google Translate Android app for global users
- Collaborated with cross-functional roles and delivered mockups, redlines and animated prototypes to facilitate development

### DFI Inc.

**Technical Writing and Marketing Intern** | Feb '17 – Apr '17, Taipei, Taiwan

- Collaborated with engineers, PMs, industrial designers and marketers to create intuitive technical manuals and user guides
- Increased CTR of worldwide marketing materials by ~15%

## SELECTED PROJECTS

### NBC Universal: Personal Finance VUI

**UX Designer** | Jan '19 - Present

- Lead a UX consulting project with NBC Universal to propose new features for the voice-first experience in the personal finance space

### Insight: Consumer Health App

**UX Designer** | Sep '18 - Dec '18

- Designed and prototyped a consumer-facing health app to increase productivity and awareness of mindless screen time
- Iterated on causal diagrams, interaction flows and design specification with design critiques and user feedback

### Kasvi: Integrated Product Design

**UX Designer** | Jan '18 - Apr '18

- Created a product concept from designing, testing, developing to pitching in a simulated startup environment. Won “top-demanded product” among 6 teams out of 400+ votes
- Led UX research and design process in a cross-functional team and influenced design decisions with user-centered approaches

## EDUCATION

### University of Michigan, Ann Arbor

M.S. in Information – UX Design and Research

Ann Arbor, MI | Apr '19 | GPA: 4.0

### City University of Hong Kong

B.A. in Translation and Interpretation

Hong Kong | Jul '16 | GPA: 3.71 (Dean's list)

## SKILLS

### UX Design

Wireframing  
Rapid Prototyping  
Internationalization Design  
Persona and Scenario  
Storyboarding  
User Journey Mapping  
Accessibility  
Storytelling

### Qualitative Research

Usability Testing  
Contextual Inquiry  
Comparative Analysis  
Affinity Analysis  
Heuristic Evaluation  
Concept Testing

### Quantitative Research

Eye Tracking  
Survey Design  
Statistical Analysis

### Programming

Python, HTML/ CSS, JavaScript, Php, Git

## TOOLS

Sketch, Illustrator, Photoshop, inVision, Adobe XD, Principle, Tableau

## HONORS

**Champion** of Discovery-Enriched Curriculum Research Awards