CELINE WU

User Experience/Digital Design
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(415) 601-6158
http://celinexwu.com/

PRINCIPLES
- User-centered design (UCD)
- Iterative testing with interdepartmental feedback
- Experience designing in collaboration with developers
- Persona creation, user flows, prototyping, and interactive wireframes

Career Skyway, *User Experience Designer* 2019-present
Iterating on micro and macro user experience and user interface elements of an educational web application. Elevating the storytelling and teaching moments by implementing mechanics, interactions, and standard visual cues.
Storyboarding, Illustrator, high-fidelity mock-ups.

IW Group, *First Impressions Specialist* 2018-present
Establishing and maintaining daily operations and social initiatives for the New York office, with ideation and visual design for client public relations and marketing strategies.
Illustrator, Photoshop.

Gebni, *User Experience Designer* 2016-17
Collaborating in an early-stage start-up, designing high-fidelity mockups, visual assets, and interactive prototypes for a dynamically-priced food ordering app. Working closely with developers through build, testing, and beta release.
InVision, Photoshop, Illustrator, InDesign, wireframing.

Seashells, *User Experience Designer* 2016
Three-month contract on a small UX team, defining a rebate company's pivot from an existing mobile app to a website and browser plugin. Providing high-fidelity mockups and prototypes to an external remote development team.
Axure, paper prototyping, Photoshop, wireframing.

ShwuChen.com, *Web Designer/Developer* 2013-15
Designing and developing the company website for an international construction project management consultancy.
HTML, CSS, paper prototyping, mindmapping, interviews, Illustrator, Photoshop.

SOFTWARE

Ai
Ps
Id
axure
POP Prototyping On Paper
invision

NEW YORK UNIVERSITY

Master of Science, Integrated Digital Media (UXD), 2016

Bachelor of Arts, Sociology, Web Design & Programming, 2014