

Fiona Wu

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Experience

Commit the Change - Designer

October 2021 - June 2022 | UCI

- Launched a new platform alongside engineers and design peers after ideating and developing compelling solutions
- Designed low and high-fidelity prototypes for web and mobile mediums through A/B testing, user testing, and iterations

University of California, Irvine - Pro. Programs General Assistant

December 2019 - August 2021 | Irvine

- Expedited implementations of 12 cross cultural educational programs by conducting thorough international market research
- Optimized digital mediums by launching 3+ monthly social media posts and more promotional content creation utilizing Adobe Suite

Western International Securities - New Business Development Intern

July - September 2020 | Pasadena

- Launched 3 weekly email campaigns to 200+ potential clients after analyzing and implementing successful email marketing strategies
- Redesigned webpages to improve usability and information/visual hierarchy after identifying best UI/UX practices

Design Projects

Yonsei University - Product Design Student

September - December 2021 | South Korea

- Identified a viable solution to the trash problem through cross-functional collaboration with international students
- Designed a successful functional sticker to help local Korean citizens properly dispose in the correct trash and recycling zones

Sky - Product Designer

July - August 2021 | Product Splash Cohort

- Developed a mental wellbeing and physical health hub mobile app to aid employees' transition back to a post-COVID world
- Conducted market research and competitive analysis, high fidelity wireframes, and clickable prototype through Adobe XD

Grocery PS - UI/UX Designer

January - March 2021 | UC Irvine

- Created a mobile application that allows users to easily search and locate desired grocery items to enhance their experience
- Conducted user research and competitive analysis in order to design high fidelity wireframes and clickable prototype

Education

University of California, Irvine

June 2022

B.A. in Business Economics | 3.831
Honors: Cum Laude, Dean's Honors List for 11 consecutive quarters
Minor in Digital Information Systems

Yonsei University

September-December 2021

Study Abroad Semester Program
Relevant Coursework: Advanced Product Design, International Management

Leadership

Design at UCI - Project Leader

April - May 2021 | UCI

Led 3 diversely experienced designers to develop an application that showcases small businesses through UI/UX design methodologies

Skills

Awards

Yonsei Dept. of Human En. & Design
Red S-award winners, Design at UCI
Project Teams 1st place, UX Fest SLO
3rd place

Design

Competitive Analysis, Information Architecture, User Interviews, User flows, Personas, Usability Testing, Lo/Hi-Fi Mockups, Wireframing

Software

Figma, Adobe XD, Sketch, Photoshop, InDesign, iMovie, MailChimp, Visual Composer, WordPress