

Joyce Wu

UX Designer

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EDUCATION

Georgia Institute of Technology

- ♦ M.S. Human-Computer Interaction
- ♦ Expected Graduation: May 2023

The University of Texas at Dallas

- ♦ B.S. Computer Science
- ♦ Minor in Psychology

SKILLS

Design

- Wireframing • Prototyping
- Information Architecture
- Storyboarding • Mockups • User Flows • Brainstorming
- Sketching • Interaction Design • Visual Design • Experience Design
- Design Thinking • Service Design • Physical Prototyping
- 3D Modeling

Research

- Survey Design • Interviews • Contextual Inquiry • Affinity Mapping • Task Analysis
- Personas • Empathy Mapping • Journey Mapping
- Heuristic Evaluation • Usability Testing

Tools

- Figma • Sketch • Adobe Creative Suite (Illustrator, XD, Photoshop, XD, InDesign, After Effects)
- InVision • Framer • Principle • Jira • Agile • Balsamiq • Axure
- ProtoPie • VRED Pro • Miro • Qualtrics • Solidworks • Github

Programming

- HTML • JavaScript • CSS • PHP
- SQL

PROJECT

Zen Mode (Lead Designer & Lead Researcher)

Aug 2021 – Dec 2021

- ♦ Helped working individuals consolidate message/e-mail/meeting notifications from different apps into a single artistic display
- ♦ Developed personas and empathy maps to help the team integrate the understanding of our target users
- ♦ Created wireframes, presented the ideas in feedback sessions, and created the prototype based on the findings

Conserva (Lead Researcher & Lead Designer)

Aug 2021 – Dec 2021

- ♦ Helped outdoor enthusiasts have easy access to biodiversity conservation activities and organizations
- ♦ Led semi-structured interviews and contextual inquiries, and analyzed the findings through affinity mapping
- ♦ Developed the storyboard and narrative walk-through, and created the visual design library (VDL)
- ♦ Led usability testing and heuristic evaluation sessions

Toy Company Website (Solo programming project)

Dec 2020

- ♦ Built an e-commerce website for a toy shop, which allowed admin users to update commercial goods and customers to search, purchase, and review and edit orders based on PHP, SQL, HTML, JavaScript, and CSS

EXPERIENCE

Mektec Corporation / Project Planner

Aug 2018–May 2021

Kaohsiung, Taiwan

- ♦ Collaborated and drove cross-functional teams, and managed production schedule for a total of 100+ products
- ♦ Hosted 2 factory audits with the global customers

ACTi Corporation / Assistant Project Manager

May 2015–Apr 2016

Taipei, Taiwan

- ♦ Planned and managed web contents of the company's website and other electronic deliverables to maintain customer relations

Hess Intl. Educational Group / English Teacher (2014–2015) Taiwan

TradeStation Group Inc. / SWE Intern (2013) Richardson, Texas

AmeriCorps / AmeriCorps Member (2011–2012) Richardson, Texas