

# ZIQI WU

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## EDUCATION

### University of Southern California

Expected Aug, 2024

MS, Integrated Design, Business and Technology | GPA: 3.97/4.0

### University of California, San Diego

Sep 2015 - Sep 2019

BS, Cognitive Science in Human-Computer Interaction | GPA: 3.51/4.0

## SKILLS

User Research

Persona

Storyboarding

Wireframing

Prototyping

Usability Testing

Heuristic Evaluation

Motion Graphics

Branding

## TOOLS

Figma

Sketch

Balsamiq

Adobe XD

InDesign

Illustrator

Photoshop

After Effects

## SOFTWARE

HTML/CSS

Javascript

Python

## LANGUAGES

English

Mandarin

Cantonese

## EXPERIENCE

### UI/UX Designer **Aware.ai**

Dec 2023 - Present

- Lead UX audits, leveraging insights to overhaul app features, resulting in a 20% increase in task completion rates through usability testing.
- Collaborate with PM and SDE teams, ensuring seamless integration of UX principles and design for the forthcoming iOS app launch.

### UX Design Strategy Consultant **WhatNot**

Oct 2023 - Dec 2023

- Designed mobile-to-TV interface for events page, informed by user research and market analysis for consistent cross-screen experience.
- Transformed digital marketplace into a semi-physical community, enhancing buyer-seller interaction to boost user engagement, retention, and conversion rates.

### UX Designer **Hewlett Packard Enterprise**

May 2023 - Aug 2023

- Led research and competitive analysis, crafting high-fidelity prototypes for a consumption analytics dashboard, chart customization page, and onboarding experience while adhering to design system guidelines.
- Contributed to a forward-thinking strategy derived from research, expanding customization opportunities for capacity and billing features.
- Led 4 critique sessions for a 10+ member team, providing 40+ design insights and supporting UI component designs for the design system team.
- Incorporated stakeholder feedback and usability test results, presenting final deliverables to a 50+ member audience.
- Coordinated with cross-functional teams to align on project scope, technical constraints, and business requirements.

### Research & Design Consultant **Banco Bradesco**

Jan 2023 - Apr 2023

- Pioneered user and market research in Web3's impact on finance, unlocking avenues to revolutionize banking experiences.
- Formulated research-driven design solutions, culminating in service prototypes and compelling user narratives.

### UI/UX Designer **Life Singularity**

Jun 2022 - Sep 2022

- Designed high-fidelity prototypes and revamped website layout using WordPress, achieving a 50% reduction in bounce rates through refined call-to-action buttons and iterative enhancements.
- Revolutionized VR user flows for an AI health kiosk, leading user research and crafting visual assets in collaboration with stakeholders.