

# Chunhui “Sherry” Wu | UX Designer

Good design is good business.

[www.chunhuiwu.com](http://www.chunhuiwu.com)

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## EXPERIENCE

### Samsung Electronics America | Design Lead

Jul 2016 to Present, San Francisco Bay Area, CA

- An ad platform on Samsung smart TV and mobile devices
- Help users discover relevant content, while providing advertisers the opportunity to amplify brand messaging
- Establish design process, expand design team and evangelize design culture
- 70% design and 30% project management

### Nomis Solutions, Inc. | UI/UX Designer

2015 to 2016, San Francisco Bay Area, CA

- A fin-tech software for large and medium-sized retail banks price optimization
- Introduced design process to existing agile development and evangelized design culture

### 11 Main, an Alibaba Group Company | UI/UX Designer

2014 to 2015, San Francisco Bay Area, CA

- An e-commerce marketplace for small and medium-sized retailers while leveraging shopper experience
- Website and mobile app redesign that expanded user base and increased conversion rate

### SynapseMX, Inc. | UI/UX Designer

2013 to 2014, Greater Atlanta Area, GA

- An industry's leading aviation maintenance software for teams to boost productivity
- End-to-end responsive web application design

### CareerBuilder | UX/Interaction Designer

2013, Greater Atlanta Area, GA

- An online employment website provides labor market intelligence, talent management and recruitment solutions
- Website design for enterprise use

### Freelance Designer

2009 to 2012, Greater Atlanta Area, GA

- Web design and development for student associations at Southern Polytechnic State University

## EDUCATION

### Georgia Institute of Technology

MS in Human Computer Interaction

Atlanta, GA

### Southern Polytechnic State University

BS in Electrical Engineering Technology

Marietta, GA

### North China University of Technology

BS in Electronics & Information Engineering

Beijing, China

## CERTIFICATES

### Design Leadership

Cooper Professional Education

2019, San Francisco, CA

### Design Thinking and Leadership

Stanford University

2017-2018, Stanford, CA

## SKILLS

- Interaction design, sketch, storyboard, wireframe, mockup, mobile UI design, visual design, rapid prototype, storytelling
- User research, usability testing, A/B testing, personas, survey, interview, field study
- Product management, strategy development, persuasive presentation
- HTML, CSS, Bootstrap
- English, Mandarin Chinese

## TOOLS

- Sketch, Photoshop, Zeplin, Keynote
- Axure, UXPin, Invision, Adobe XD, Balsamiq, After Effects
- Confluence, Jira, XMind
- Atom, Sublime Text, Bluefish