

Chunhui “Sherry” Wu | UX Designer

Good design is good business.

www.chunhuiwu.com

sherrywu21@gmail.com

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

CERTIFICATES

Design a Business

IDEO U

2020, San Francisco, CA

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