

# Sherry (Chunhui) Wu | Design Manager

Good design is good business.

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## EXPERIENCE

### **Samsung Electronics America | Design Manager**

Feb 2022 to Present, San Francisco Bay Area, CA

- An ad platform on Samsung smart TV that helps users discover relevant content, while providing advertisers the opportunity to amplify brand messaging
- Execute design vision by collaborating with user research, product, engineering, marketing and sales
- Create design for Samsung Ads that grew ad business from a seed to a major source of revenue that's increasing 100% YoY

### **Samsung Electronics America | Lead Designer**

Jul 2016 to Feb 2022, San Francisco Bay Area, CA

### **Nomis Solutions, Inc. | Product 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 - Alibaba Group Company | Product 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. | Product 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/UI Designer**

2013, Greater Atlanta Area, GA

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

## 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

## VOLUNTEERING

### **Mentor**

ADPList

2022-present, virtual, global

### **Judge**

D&AD Awards

2021-2022, virtual, global

### **Judge**

Stanford University

2019, Stanford, CA

## SKILLS

- Design strategy, leadership, mentorship
- Product design, user study, usability testing
- English, Mandarin Chinese