

# Joyce Wu

UX Designer & Researcher

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in/JoyceCWu

## 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,
- ♦ Academic Excellence Scholarship (Fall 2010 – Spring 2013)
- ♦ Dean's List (Spring 2011)

## SKILLS

### Design

Brainstorming, Sketching,  
Wireframing, Storyboarding,  
Information Architecture,  
Digital/Physical Prototyping,  
3D Modeling

### Research

Surveys, Interviews,  
Contextual Inquiry,  
Affinity Mapping,  
Task Analysis, Personas,  
Empathy Mapping,  
Heuristic Evaluation,  
Usability Testing

### Tools

Figma, Illustrator, Solidworks,  
Miro, Qualtrics, Github

### Programming

HTML, JavaScript, CSS,  
PHP, SQL

## PROJECT

### Zen Mode (Lead Designer & Lead Researcher)

Aug 2021 – Dec 2021

- ♦ Helping working individuals consolidate message/e-mail/meeting notifications from different apps into a single artistic display
- ♦ Developed 2 personas and 2 empathy maps to help the team has a consistent understanding of our target users
- ♦ Brainstormed and sketched the initial concept and presented the idea in 3 feedback sessions
- ♦ Created a wireframe and collaborated with another teammate for the mid-fidelity prototype

### Conserva (Lead Researcher & Lead Designer)

Aug 2021 – Dec 2021

- ♦ Helping outdoor people to have easy access to biodiversity conservation activities and organizations
- ♦ Developed the initial task analysis to study how users complete their tasks
- ♦ Led 2 semi-structured interviews and 2 contextual inquiries and analyzed the findings through affinity mapping
- ♦ Brainstormed, sketched the initial idea, and developed the storyboard and narrative walk-through to explore scenarios
- ♦ Led 2 usability testing sessions and 1 heuristic evaluation session

### Toy Company Website (Solo programming project)

Dec 2020

- ♦ Built an e-commerce website for a toy shop that allowed admin users to update commercial goods and customers to search, purchase, and review and edit orders
- ♦ Utilized programming languages PHP, SQL, HTML, JavaScript, and CSS to develop the final product

## EXPERIENCE

### Mektec Corporation / Project Planner

Aug 2018–May 2021

Kaohsiung, Taiwan

- ♦ Collaborated and drove cross-functional teams, such as design, PM, engineering, and sales, and managed production schedule for a total of 100+ products
- ♦ Hosted 2 factory audits and presented manufacturing data to 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
- ♦ Coordinated with the design, development, marketing, and sales teams and provided recommendations from users' perspective

**Hess Intl. Educational Group / English Teacher**

Aug 2014–May 2015

Kaohsiung, Taiwan

**TradeStation Group Inc. / Software Summer Intern**

May 2013–Aug 2013

Richardson, Texas

**AmeriCorps / AmeriCorps Member (Volunteer)**

Aug 2011 – Aug 2012

Richardson, Texas