

# Chao Min Wu

Product designer combining robust user experience research to create insight-guided solutions.

## Experience

### Design and Communication Specialist Graduate Assistant — University of Maryland

Sep 2023 — Current College Park, MD

- Leading the data-driven storytelling efforts of the team, taking full ownership of the technology communication strategies
- Conducting user tests to understand audience needs and implement user-centered design choices

### UXTerps Workshop & Event Lead — University of Maryland

Jan 2023 — Current College Park, MD

- Demoed Figma Intro Workshop to 20+ undergrad beginners on Figma design components, auto-layout, prototyping, and inspection tab concepts.

### Strategy & Product Design Intern — Studio Pros

Apr — Jul 2022 Taipei, TW

- Amassed 500+ real user data and discovered product pain points by planning and executing user experience research plan
- Enhanced digital user experience by setting up user interface design system and reforming strategic experience design

### Freelance Graphic and Digital Designer

Feb 2021 — May 2022, Taipei, TW

Engaged, communicated, and collaborated with stakeholders from diverse clientele to build websites and campaigns.

#### *Client: Hua-Nan Trust Investment*

- Amassed over 45k ad views by independently created a 90-second explainer animation from scratch in After Effects.

### Content Writing Intern, CakeResume

Apr 2021 - Apr 2022, Taipei, TW


- Achieved over 100k article views on Google's first search page through effective SEO analytics.
- Produced 40+ user-centric articles catering to an expanding international audience.


## Certificates

**Project Management**, Coursera X Google  
**HTML, CSS, JavaScript**, Codecademy

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## Education

### University of Maryland, College Park *Masters of Science in Human-Computer Interaction*

Expected May 2024, GPA 3.9/4.0

UX Research Methods, Interaction Design, Front-End Programming, Data Visualization

### National Taiwan University of Science and Technology

#### *Bachelor of Design, Concentration in Commercial Design*

Jan 2021, GPA 3.42/4.0

Design Thinking, Visual Communication, Typography,

### Erasmus University College, Rotterdam *Study Abroad, Exchange student*

Sep 2020

## Skills

### UX Design

Persona · Journey Mapping · Storyboard  
Information Architecture · Wireframing  
Prototyping · UI Component · Illustration  
Design System · Guidelines

### UX Research

Observation · Survey · Stakeholder Interviews  
Card Sorting · Affinity Diagram · Usability Testing  
Heuristic Evaluation · Accessibility Evaluation

### Software

Figma · Framer · InVision · Miro · Balsamiq  
HTML · CSS · JavaScript · Webflow  
Adobe Photoshop · After Effects · Illustrator  
Tableau · Google Suite · Notion · Asana