

CASEY WU

Product Designer

CONTACT

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PORTFOLIO

<https://www.caseywu.ca/>

EDUCATION

MASTER OF ARTS

2019-2020

University of Toronto

BACHELOR IN PSYCHOLOGY

2009-2013

Central China Normal University

BACHELOR IN LITERATURE

2009-2013

Wuhan University

TOOLS

Figma
Webflow
Adobe XD
Adobe Photoshop
Adobe Illustrator
MIRO
Sketch
HTML/CSS
PowerBI
Google Analytics

EXPERIENCE

PRODUCT DESIGNER

Stitch Media | August 2020 - now

- Implement UX methodologies on 5 projects with clients from the art, healthcare, and education industries.
- Collaborate with producers, developers, animators, and art designers to deliver low to high fidelity prototypes.
- Design logos for mobile apps.

USER EXPERIENCE DESIGNER

Legislative Assembly of Ontario | June 2020 - now

- Lead the end-to-end UX process for digital design, building apps for MPPs (Members in the Provincial Parliament) and staff.
- Provide UX consultation for the dev team, optimizing the agile workflow with UX awareness.
- Advocate digital transition and UX methodologies at the Assembly through learning sessions, presentations, and drop-in hours.

USER EXPERIENCE DESIGNER

Ontario Digital Service | January 2020 - June 2020

- Create wireframes and hi-fi prototypes, establishing the foundational workflow and interface for the online vehicle registration process in Ontario.
- Facilitate usability testing sessions to gather user feedback, improving the prototypes.
- Conduct user research on multiple provincial projects.

SENIOR EDITOR

NetEase News | Feb 2016 - Feb 2018

- Develop effective and compelling writing and storytelling that will engage visitors and audiences.
- Redesign the column based on the result of user research, boosting web traffic by 750%.
- Provide guidance on content standards in collaboration with content strategists and designers.