

# Di Wu

## Product Designer

✉ wudi.idesign@gmail.com

🌐 <http://www.wudiidesign.com/>

Committed to simplifying complex problems and improving user experiences through research-driven design and feature integration. Dedicated to delivering seamless, user-centric solutions.

## WORK EXPERIENCE

JUN 2023 -  
CURRENT

### Senior Brand & Product Designer

ACO System

- Developed company brand identity, including logo design and founding presentation.
- Designed user interfaces from wireframes to high-fidelity mockups, and built a responsive website using Webflow.
- Collaborated with engineers on Salesforce workflows, layouts, and created process documentation and user guidelines.

MAR 2021 -  
DEC 2022

### Product Designer

Futronics

- Designed wireframes, UI mockups, and prototypes for healthcare robots and web applications.
- Established the company's design system and style guidelines.
- Collaborated with product managers and software teams to implement new features and enhancements.

JAN 2018 -  
DEC 2020

### Visual Designer

Chatterworks

- Created marketing assets for the founding presentation and designed wireframes, UI mockups, and prototypes.
- Developed interaction maps, navigation, workflows, and layouts with a focus on usability.
- Established the company's design system and style guidelines.

SEP 2015 -  
JUN 2018

### Interaction Designer

Weedmaps

- Enhanced customer interactions by designing intuitive flows, wireframes, and prototypes for tablet and mobile applications.
- Conducted user research to improve application designs and product usability.
- Developed visual prototypes to showcase new concepts and features.

## EDUCATION

2012 - 2015

### California State University of Fullerton

- Illustration Concentration, Art B.F.A
- Entertainment Art/Animation, Art B.F.A

2008 - 2012

### Irvine Valley College

- Associate's Degree, Graphic Design

## QUALIFICATIONS

### UI/UX Design Specialization

Cal Arts Online Certification

SEP 2020

## SKILLS

- User Research
- User Flows
- User Testing
- Experience Mapping
- Sketching
- Wireframing
- Mock-ups
- Lo / Hi-Fidelity Prototyping
- Design System

## TOOLS

- Figma
- Sketch
- Adobe XD
- Photoshop
- Illustrator
- After Effects
- Premiere Pro
- Lightroom
- Webflow
- HTML / CSS / Javascript
- Principle
- InVision
- Salesforce