

Elaine Wu

Turning complex challenges into intuitive experience, 0 to 1 to 100

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EXPERIENCE

Product Designer — Salesbob Remote | Oct 2024 - Present

- Leveraged upon existing market and user research to enhance the **design system** and user flow, boosting task completion efficiency by **25%**
- Led weekly design sync meetings with technology, product, and business teams, translating business targets into actionable **design deliverables**, ensuring **alignment** between product vision and execution

Product Designer — MongoDB New York | June 2024 - Aug 2024

- Spearheaded the 0 - 1 design of an **enterprise product** in 10 weeks to enhance large language model performance, increasing **case resolution efficiency** by **30%** for over **50,000** clients
- Leveraged **usability testing** to iterate the onboarding experience, incorporating user feedback to refine the onboard flow mockups, resulting in a **25%** reduction in onboarding time

UX Designer — Clarivate (Sponsored) Michigan | Jan 2024 - April 2024

- Transformed **qualitative insights** from questionnaires and interviews into detailed **personas and affinity maps**, strategically addressing three key user pain points for CampusM, a platform with over **135,000 users**
- Directed **usability research** on the platform's landing page, analyzing findings that informed design enhancements for the **reservation flow** and improved information accessibility by **13.2%**

UX Designer — Tech 4 Social Goods Michigan | Sep 2023 - April 2024

- Created **mid-fi wireframes and prototypes** and designed user flow, resulting in a **10% increase** in information readability and accessibility
- Enhanced the user experience of a core student platform with **80,000+** users by streamlining **information architecture** to campus resources, boosting engagement on key paths by **20%**

Founding UX Designer — Groc New York | Aug 2022 - Jan 2024

- Revamped the mobile app's self-checkout experience using **journey mapping** and wireframing, elevating user satisfaction from **65% to 90%**
- Developed **brand-aligned design system**, promoting streamlined cross-team collaboration in an agile environment, enabling shipping within a **3-week** timeline across different platforms
- Conducted **mixed-method user research** to optimize the ergonomic interface of the scanning feature, improving the checkout completion rate by **15%**

EDUCATION

University of Michigan

School of Information

M.S Human-computer Interaction

New York University

B.S Applied Psychology

SKILLS

UX Design

User-Centered Design, Design System, Wireframe, Rapid Prototyping, Information Architecture

UX Research

User Interview, Usability Testing, Affinity Mapping, A/B Testing, Empathy Map, Persona, Mixed-Method Research, Heuristic Evaluation

Software

Figma, Sketch, Adobe Illustrator, Adobe Photoshop, HTML, CSS

TOOLS

Design

Figma, Adobe XD, Sketch, Miro, Adobe Illustrator, Photoshop, Principle, Adobe Suite

Research

Maze, Fireflies, Useberry, UserTesting

Code

HTML/CSS, Python