



Professional Resume

Francis Wu

UX / UI designer



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About

I have been shaping digital experiences from ideation to launch in collaboration with the cross-functional product team using Agile methodology. I've seen magic happen when Product Managers, Business Analysts, Developers, Scrum Masters, Testers, and Designers are empowered to move quickly and autonomously.

My responsibilities include research, ideating, wireframing, prototyping, user testing, and generating content tailored to a particular customer's experience. I also hand-code semantically correct HTML & CSS, knows how to communicate with developers and understand the beauty of simplicity.



Education

○ **Bachelors Degree of Graphic Design** 2006 - 2007
Whitecliffe College of Arts & Design

○ **Professional Diploma of Fine Arts** 2005 - 2006
Whitecliffe College of Arts & Design

○ **Certificate of Arts & Design** 2004 - 2005
Whitecliffe College of Arts & Design



Awards

○ **Best Design Awards - Bronze** 2008
Children's book illustration - book design

○ **Rialto Cinemas - magazine cover** 2007
First place - prints and poster published nationally

○ **National Bank Graphic Design** 2007
Top portfolio presentation



Professional Strengths

Figma

Miro

Sketch

InVision / Zeplin

Principle

Adobe Photoshop, Illustrator, InDesign

HTML & CSS

Work Experiences



○ **One NZ** Mar 2022 - Present

Senior UX Designer

Lead and establish the One NZ Design System with Design Token integration on various platforms to drive rebrand transformation, ensuring scalability, efficiency, and uniformity. Employ Agile methodology to design seamless user experiences and devise intricate solutions for complicated issues.



○ **2Degrees (contract)** Oct 2021 - Mar 2022

Senior UX Designer

Capture, extract, implement UX/UI strategies into scrum priorities with the cross-functional team.



○ **IAG NZ (contract)** Jan 2021 - Oct 2021

Senior UX Designer

Work collaboratively with the cross-functional product team using Agile methodology. Design interaction, workflow & prototype concept for new feature enhancements. Facilitate and/or observe usability testing of prototypes; customer interviews and field research.



○ **Tower Insurance NZ (contract)** Oct 2020 - Jan 2021

Senior UX Designer

Develop user journeys, wireframes, prototypes and high-fidelity designs to guide design and development, iterate on designs based on user feedback, tech constraints and drive UX process across a broad set of stakeholders.



○ **Genesis Energy (contract)** Sep 2018 - Oct 2020

Senior UI & UX Designer

Gathering and evaluating user requirements for technically advanced software products, in collaboration with the product team via Agile methodology.



○ **Dacxi** Mar 2018 - Sep 2018

UX/UI Design Lead

Creation of iterative design products, through wireframes, prototypes to high fidelity UI design. Collaborating with devs on front-end specification and implementation.



○ **Westpac (contract)** Jul 2017 - Oct 2017

UI & UX Designer

Researching, analysing and implementing UX/UI strategies across digital platforms.



○ **Vocus Communications** Mar 2016 - Jun 2017

UI & UX Designer

Visualisation, wireframe, prototype & UI/UX solutions focused in data & user-driven web applications.



○ **Touchcast NZ (contract)** Jan 2016 - Mar 2016

UI & UX / Digital designer

Capture, extract and understand business needs and translate into design priorities.



○ **Saatchi & Saatchi (contract)** May 2013 - Oct 2015

Digital designer & Front-end developer

Creative & production of marketing & corporate collateral through all online channels, deliver from concept sketches to pixel-perfect mockups

More on LinkedIn

<https://www.linkedin.com/in/francis-wu/>