

Mai (Chloe) Wu

UI/UX, Product designer

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📍 San Francisco

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Skills

Web Design	HTML, CSS
Mobile Design	Javascript, jQuery
Dashboard Design	Git
Interaction design	C, C++, C#, Objective-C
User Research	Coffeescript
Prototyping	XML
Wireframe	
A/B Testing	
Google Analytics	
Illustration	
Print design	

Tools

Sketch
ADOBE XD
Framer.js
Zeplin
Invision
GitHub
Atom
X-code

Languages

English
Japanese

Awards

August 2014
Apportable Sponcor Award - YC Hack 2014
Y Combinator / Mountain View

January 2013
EyEAm Sponcer Award - PhotoHackDay 2013
Microsoft / Tokyo

Education

September 2015 – September 2016
Graphic & WEB Development
ITD Canada / Vancouver

June 2014 – August 2014
Computer Science, iOS Developing
Make School / San Francisco

April 2008 – September 2012
Economics & Information Technology
Nihon University / Tokyo

Experience

September 2014 – Present · San Francisco

Founder / UI/UX Designer - Mixin LLC,

iOS App / Android App / Web / Dashboard / Printing / Branding / Product Design / Interaction Design / UX Research / Wireframes

- Worked cross-functionally with 5 startups and CEOs on defining user personas, brands and key features
- Designed user interface according to each startup stage level
- Prototyped and created meaningful user interface for web, mobile app, tablet and dashboard
- Facilitated design discussions both internally and externally for early-stage startups including CEO, executives and engineer teams, to define intuitive user experience, test the idea and give the to iterate the process and into the product
- Designed workflows, wireframes and prototypes based on user persona and comparison research
- Worked to generate metrics to track the effectiveness of design
- Designed the effective onboarding, userflow, incentivization and push notification to improve customer retention rates by 200%

September 2012 – Devenber 2013 · Tokyo

Creative Designer - CyberAgent Inc,

Renewal Web & Mobile Sites / Mobile Apps / Research / Data analysis / Research / AB Testing

- Redesigned website to improve user experience and visualization
- Redesigned user interface for iOS and Android app and led the product for ten million users product
- Worked with advertising, marketing teams and engineer team to produce effective multicultural campaigns and events for users
- engaged existent users and reach potential users and clients through the event on the mobile app
- Designed web campaign that boosted user engagement by 30%
- Drove ground-breaking sales on Fashion and Cosmetics clients
- Developed communication strategy for the mobile app based on user data analysis, market research and actual A/B testing

September 2010 – September 2012 · Tokyo

Creative Director - CyberAgent Inc,

Web & Mobile App Campain / Research / Data analysis / AB Testing

- Worked with sales and marketing managers to create innovative digital ads to develop powerful brand messages for the clients
- Gained a comprehensive context for advertising strategies by analyzing a wide range of information in great detail, including the client's market share and demographics of their product
- Ran qualitative research groups; using a variety of market research data to monitor cultural and social trends and their impact on consumer's attitudes, behaviors and perceptions