

Sandy Wu

Product and User Experience (UX) Designer

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Experience

VanderHouwen

UX Designer II Nike ETW | Feb 2020 - Present

- Working with the Nike Digital Design Flagship Team to deliver a unified and premium experience across Nike.com and Nike App. Focused on privacy and permissions.

LevelStory

UX Designer and Cofounder | Jul 2013 - Jan 2020

- Owned the end-to-end product design; concept, launch, and iterations of web and mobile apps for construction industry software as a service (SaaS).
- Conducted user research interviews and usability tests to develop personas, scenarios, user flows, information architecture, wireframes, and visual designs.
- Created and defined the brand and style guidelines.

Microsoft Ventures

UX Designer and Mentor | Sep 2014 - Nov 2014

- Evangelized user-centered thinking to improve product market fit for startups.

Microsoft

Senior UX Designer, Windows Design | Sep 2012 - Apr 2013

- Drove the redesign of the Windows 8.1 Store through user journeys, wireframes, prototypes, and high-fidelity mockups.
- Collaborated with cross-functional teams to update the information architecture, page patterns, and app tiles for a distinctive, thoughtful shopping experience.
- Overcame technology constraints by creating a patented motion graphic.
- Designed responsive scaling experiences to champion Windows Design Principles.
- Mentored UX team members and hosted monthly sketch activities.
- Presented to stakeholders across all levels of the organization.

UX Designer II, Windows Design | Dec 2010 - Sep 2012

- Balanced goals of multiple teams to create a navigation model for the Windows 8 People app.
- Partnered with Branding to create a Start screen wallpaper that was featured in commercials and the Times Square launch.
- Designed a framework for A-Z labeling for the People app, picker, and app list for the Windows OS.

BebeSounds, Unisar

Art Director | Feb 2002 - Apr 2007

- Designed the packaging, print advertising, manuals, website, and illustrations for toys and baby products.

Education

New York University

Bachelor of Science | 1999

Graphic Communications and Management

Skills

Multi-Disciplinary Design

Interaction Design
User Workflows
Sketching & Storyboarding
Rapid Prototyping
Wireframes and Mock-Ups
Web & Mobile UI Design
User Research
Branding & Style Guidelines
Illustration and Fine Arts
Print & Packaging

Design Tools

Figma
Sketch
InVision
Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe After Effects
Adobe Animate
Principle