Sandy Wu

Product and User Experience (UX) Designer

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Experience

LevelStory
Product/UX Designer | Jul 2013 - Present

- Own the end-to-end product design; concept, launch, and iterations of web and mobile apps for construction industry software as a service (SaaS).
- Conduct 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.
- Designed the marketing website, original illustrations, and provided copywriting.
- Presented LevelStory and marketing materials at trade shows.

Microsoft Ventures
UX Designer and Mentor | Sep 2014 - Nov 2014

- Evangelized user-centered thinking to improve product market fit for startups.
- Mentored three startups. Developed user flows, wireframes, and visual designs.

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.

UX Designer II, System Center Virtual Machine Manager | Jun 2007 - Dec 2010

- Led the redesign of the administrative console.
- Partnered with PM and Dev to create prototypes and high-fidelity designs.

BebeSounds, Unisar
Art Director | Feb 2002 - Apr 2007

- Designed the packaging, print advertising, manuals, website, and illustrations for toys and baby products.
- Designed trade show graphics, truss arrangements, and scale models of the booth.

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
Animation
Print & Packaging

Design Tools

Sketch
Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe After Effects
Adobe Animate
Keynote
PowerPoint
Axure

User Research

Interviewing
Card Sorting
Journey Mapping
Usability Testing