

KARL WU

PRODUCT DESIGNER

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EXPERIENCE

Fiserv / UX Designer Intern

June 2022 - Aug 2022 / SUNNYVALE, CA

- Led the redesign of Fiserv's Developer Studio homepage with impactful storytelling by generating low & hi-fidelity wireframes, prototypes and performing user testings
- Conducted comprehensive research through surveys and interviews; understood user needs and synthesized MVPs for homepage redesign by creating empathy and journey maps for 3 different archetypes
- Collaborated with PMs and engineers on designing an end-to-end product experience for a pay-by-link module that facilitates payments

TikTok / Product Manager Intern

MAY 2021 - SEP 2021 / BEIJING, CHINA

- Led development of "Ads only" key feature by analyzing consumer needs, sorting out user flow, creating wireframes, and monitoring timeline
- Collaborated with cross-functional teams on building up Spark Ads infrastructural capability and monitored go-to-market launch pace
- Designed and built an all-in-one graphic visualization monitoring dashboard and conducted A/B tests on left-swipe interface optimization

Tezign / UX Designer & Product Manager Intern

MAY 2020 - AUG 2020 / SHANGHAI, CHINA

- Worked closely with cross-functional partners on redesign of Tezign Creative Market product page to increase DAU and CVR by 30%
- Conducted UX research and interviewed stakeholders to improve the user interface and user flow of shared content page in the order system
- Created wireframes and interface design for the redesign of the company website and created illustrated content for the weekly knowledge center

PROJECTS

NYU IDM Social Media Team / Content Designer & Director

OCT 2021 - CURRENT / BROOKLYN, NY

- Coordinated design team to Ideate, film, and illustrate content and media for multiple IDM social media channels (TikTok & Instagram)
- Analyzed user interaction and engagement data and developed targeted content strategies to boost views by 20%

Tandon Global Leaders and Scholars in STEM / VR Designer

JUN 2020 - CURRENT / BROOKLYN, NY

- Selected as the first cohort (top 20) to learn leadership skills through trainings in project management, teamwork, and communication skills
- Conducting research and experiment on VR environment and interaction design in anxiety / depression disorder treatment

EDUCATION

New York University /

Integrated Design & Media

2019 - 2023 / New York, NY

GPA: 3.91/4.00

Minors

Computer Science ·
Business of Entertainment,
Media & Technology

Relevant Coursework

UX Design · 3D Modeling ·
Motion Graphics · VR & AR ·
Ideation & Prototyping ·
Web Development ·
Artificial Intelligence

SKILLS

Visual & Interaction Design ·
User Research · Journey Mapping
Wireframing · Prototyping ·
User Testing · Animation ·
Design Thinking & Strategy

SOFTWARE

Figma · Adobe XD · Photoshop ·
Illustrator · After Effects · Maya ·
UserZoom · Zbrush · Unity · Axure

TECHNICAL

Python · C++ · HTML/CSS ·
JavaScript · Arduino · MySQL