

# WENDY QINGE WU

Hybrid designer

[www.qingewu.com](http://www.qingewu.com)

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## Honors

### Yahoo Scholarship Winner

San Jose State University

### Grand Prize Winner

MSU Media Sandbox Challenge

### Outstanding Senior Award

Michigan State University

### 2013 SXSW Collegiate Digital Media Startup Tournament

TempoRun

### 2013 Gold ADDY Award

Red Haven Restaurant Branding

### 2013 Silver ADDY Award

MSUCUSA Logo Redesign

Red Haven Restaurant Logo Design

## Skills

### Design

Design Thinking Methodology

Prototype and Evaluation

Branding, Marketing and Advertising

### Programming

CSS, HTML

Beginner in JavaScript

### Software

Adobe Creative Suite

Sketch 3

### Soft skills

Problem Solving

Project Management

Adaptability

Mandarin, Cantonese

## Experience

### IBM | Software Product Designer

January - July 2014 | Austin, TX

- Worked as the visual designer in a multidisciplinary team, created storyboards, wireframes, low fidelity prototypes.
- Designed and implemented pixel-perfect user interface for IBM Cloud Virtualization Solutions.
- Created cohesive style guides and ensured that the IBM design language was applied across products.

### RetailNext | Graphic Designer

September - December 2013 | San Jose, CA

- Conducted user research, usability tests and proposed solutions that improved the overall experience of the company website. As a result, we saw 157% increase in site traffic, 14% increase in organic search and 3% increase in time spent on the site.

### TempoRun | UI Designer

January - December 2013 | East Lansing, MI

- Worked with three developers, designed and launched an award-winning iPhone fitness app within five months. Reached \$10,000 in sales 3 months after the release.
- Produced wireframes, prototypes, and detailed design specifications for implementation.

### TechSmith Corporation | Graphic Design Intern

May 2012 - May 2013 | Okemos, MI

- Worked in the marketing team, designed print and digital marketing materials across departments, created and managed visual asset for Snagit and Camtasia Studio.

## Education

### San Jose State University

MS, Human Factors and Ergonomics

- Studying the science of human factors, research methods and tools. Learning to analyze and evaluate user interfaces and report usability issues.
- Expected Graduation: December 2016

### Academy of Art University

Sept. 2014 - June 2015 | Web Design and New Media

- Studied web technology and front-end programming.
- Created a CSS library and use it for rapid prototyping.

### Michigan State University

BA, Advertising, specialization in design

- Extensively developed my knowledge in the principles of design and campaign strategies.
- Graduated in May 2013.
- Overall GPA 3.82/4.0