

# WENDY QINGE WU

Hybrid designer

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

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## Publications

### Proceedings of the Human Factors and Ergonomics Society 2016 Annual Meeting

How Fitness Trackers Facilitate Health Behavior Change

## 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 App

### 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  
Adobe CC Suites, Sketch, Axure  
Branding, Marketing and Advertising

### Programming

CSS, HTML  
Beginner in JavaScript

### Soft skills

Problem Solving  
Project Management  
Adaptability  
Mandarin, Cantonese

## Experience

### Google | User Experience Design Intern

June - August 2016 | Mountain View, CA

- Designed a tool to help Android users manage their app permission settings.
- Redesigned several internal websites for the team.

### ZeroChaos at LinkedIn | Visual Designer

January - May 2016 | Sunnyvale, CA

- Designed and developed customer-facing weekly email templates which increased the click rate by 100%, and reduced the unsubscribe rate by 67%.

### IBM | Software Product Designer

January - July 2014 | Austin, TX

- Worked as designer for IBM Cloud Virtualization Solutions, a software product that helps system admins configure and virtualize bare metal servers into clouds.

### 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, 9% increase in conversion rate and 3% increase in time spent on the site.

### TempoRun | UI Designer

January - December 2013 | East Lansing, MI

- Designed and launched an award-winning iOS fitness app within five months with three engineers.
- Reached \$10,000 in sales 3 months after the release.

### TechSmith Corporation | Graphic Design Intern

May 2012 - May 2013 | Okemos, MI

- Nested in the marketing team, designed print and digital marketing materials across departments.

## Education

### San Jose State University

MS, Human Factors and Ergonomics

- Studied the science of human factors, HCI, research methods and usability evaluation.
- Expected Graduation: June 2017

### Academy of Art University

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

- Studied web technology and front-end programming.
- Created CSS libraries for rapid prototyping.

### Michigan State University

BA, Advertising, specialization in design

- Graduated in May 2013