

# Yu-Yun Wu

yuyunwu.com

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+886-975-183-062

## Product Designer | Taipei, Taiwan

Specializing in both digital and hardware design

## Education

SEP 2021 - MAY 2023

### Industrial Design, Bachelor's Degree Taipei, Taiwan

Tatung University | GPA : 3.74/4.0 | Product Design, UCD, HCI, User Research And Interface

Selected projects

**Bio-Self** : Transforming agricultural waste into bioplastic creations

**going forAIR** : Redefining the traditional window frame into a passive air filtration system

**Mobi** : Connecting users with movies through character-based recommendations.

## Awards

MAY 2023

**Product Design Flash Point** Industrial Design Development Association Of Taipei

DEC 2021

**Merit Award** 2021 Corning Innovative Application Competition

## Experiences

NOV 2023 - PRESENT

### UX/UI Industrial Design Engineer Taipei

5GIOTLEAD Technology : IoT Management System, 5G Smart Pole

Products

**SPX** : Smart pole management platform

- Participated in end-to-end product development, collaborating with cross-functional stakeholders to integrate 10+ IoT devices into the platform, optimizing information architecture to enhance usability.
- Established a comprehensive design system in Figma, ensuring consistency and scalability across projects.
- Leveraged Google Analytics 4 to analyze user interactions and product performance, driving iterative improvements based on data insights.

**Mobile Smart Pole** : Enables mobility and assembly for construction site monitoring

- Led the industrial design of mobile smart poles, integrating marketing research insights to optimize user needs, industry trends, and IoT connectivity.

JAN - APR 2023

### Industrial Design Intern Taipei

Yun Da Metal Texture : Parametric Design, Surface Fabrication & Analysis

- Designed parametric patterns using CAD software to develop precise and adaptable design models.
- Conducted surface fabrication and analysis to ensure alignment with design specifications and functional requirements.
- Assisted in sample production and process validation, enhancing quality control and improving design accuracy.

## Teaching Assistant New Taipei

Innovative Design Club, Fuhe Junior High School, New Taipei

- Mentored 10+ students in product design competitions, guiding them through brainstorming, prototyping, and development.
- Provided insights and feedback to help students refine their ideas and improve design execution.
- Organized interactive activities to promote teamwork and encourage classroom engagement.

JAN - FEB 2020

## Course Tutor New Taipei

T&U Creative

- Introduced the application of conductive ink pens for drawing basic circuits, enabling students to integrate simple electronics into their projects.
- Provided insights and feedback to help students refine their ideas and improve design execution.
- Provided hands-on support and mentorship, fostering creativity and helping students successfully complete their projects.

## Certifications

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### English

TOEIC 840 / Listening & Reading

### Korean

TOPIK I - Level 2

### Mandarin (Traditional Chinese)

Native Speaker

### UX3 Certification

Issued By Prof. Ming-Hui Wen, National Taipei University Of Business

UX3 is a strategy-driven approach to balancing user needs and business goals through data-driven insights and human empathy.

## Skills

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**Methods** Wireframe, Prototype, Design System, Data, Accessibility, Usability Test, User Interview

**Tools** Figma, Adobe Creative Suite, Maze, Webflow, Framer, Notion, Miro, Zotero

**3D Modeling** Autodesk Fusion, Rhino7/Grasshopper, Creo ProE, Keyshot

## Interests

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User Experience, Human-Centered Design, Human-Computer Interaction

Psychology, Cognitive Psychology, Future Of Wellbeing, Sustainability

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