Kimothy Wu

Senior Product Designer

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Experienced product designer skilled in **building end-to-end digital products from the ground up**, with a proven track record as a founding designer at multiple companies.

I specialize in crafting **seamless user-centered solutions** and visually engaging and scalable interfaces that blend **functionality** and **aesthetic appeal** in **complex**, **technology-driven** environments

Experience

Gatik — Senior Product Designer (Autonomous Logistics)   Dec 2022 - Nov 2024

Figma   FigJam   Framer   Dovetail   Maze   ProtoPie   Zeroheight   Cinema 4D

- Spearheaded the design and launch of the first version and ensuring releases of Gatik's Omni app (a desktop/mobile app to monitor, track, and control large fleets of trucks operating autonomously).
- Successfully led end-to-end design process for Omni (discovery, ideation, mid and hi-fi screens, and implementation) involving 150+ responsive screens that showcased features and use cases designed to solve for a diverse set of user needs.
- Frequently led design projects for internal tools (e.g. Project Zero, a in-vehicle cockpit tablet GUI) that required a tight turnaround (~2 weeks - 5 days for design from scratch, 5 days for implementation excluding hand-off) all of which were successfully launched as a result of lean design sprint planning and execution.
- Created a multi-year feature roadmap for the next four major releases of Omni, including a modular design meant to scale with this roadmap.
- Initiated, implemented and established a comprehensive design system and maintenance strategy built for scalability and longevity that applies to all digital products within Gatik.
- Conducted extensive user research, driving the product's ideation, prototyping, and testing phases by interviewing users across 40+ personas through interviews, moderated and unmoderated usability testing that identified users' opportunities and pain points.
- Achieved a 71% decrease in time spent on manual workflows and a 25% increase in task completion speed for customer and Gatik's internal Ops team, demonstrating the tangible impact of the Omni platform.
- Utilized data analytics from LogRocket to enhance app performance, incorporating user feedback to increase operational efficiency while using the app.

Gatik — Creative Designer (Autonomous Logistics)   Oct 2021 - Dec 2022

Photoshop   Illustrator   After Effects   Premiere   InDesign   Figma

- Founding designer that crafted Gatik's unique visual identity from scratch that distinguishes them from their competitors.
  - Developed a distinctive brand strategy with distinctive colors, typography, and imagery, which led to a significant increase in brand recognition.`
  - Overhauled the corporate website design and improved user experience and visitor engagement.
  - Achieved brand consistency across all platforms and materials, notably with Gatik's new truck wraps and initiated a brand microsite that streamlined design resources.
  - Produced digital and print marketing materials that surged brand engagement, reflected in increased social media activity and higher conversion rates.

Motional — UI Designer (Autonomous Ridehailing)   June 2020 - July 2021

Figma   Sketch   Miro   Zeroheight   DScout   Abstract   Unreal Engine   Framer   Adobe XD

- Led UI design for major interactive features for Motional's Passenger UX project, concepting and defining users' experience riding in Motional's autonomous vehicles (AVs).
- Ensured brand coherence across UI within the vehicle and mobile app, aligning with Motional's identity for a consistent user experience.
- Led user research with 100+ participants, adopting a user-centered design approach focused on the topics of safety, accessibility, and trust.
- Facilitated cross-functional collaboration, working closely with engineering and product management to tackle development and implementation challenges.
- Developed an inclusive, accessible design system for the Passenger Display, setting industry standards for user experience in autonomous vehicles.
- Achieved a 30% increase in passenger satisfaction, establishing new benchmarks for in-vehicle experience and demonstrating the value of user-centered design.

ConsoliDoc — UX/UI Designer (Medical Record Consolidation Platform)   June 2020 - July 2021

Figma   Wordpress   Zeplin   Adobe Photoshop

- Built an intuitive patient dashboard from scratch that enhanced and improved the user experience of gathering, sharing and accessing patients' varied medical records securely and digitally.
- Drove usability testing, resulting in a 40% boost in user onboarding efficiency.

Featured Projects

Gatik — Omni (Autonomous Fleet Management) and Project Zero (Cockpit Tablet GUI)   Dec 2022 - Nov 2024

 Omni (Case Study)   Password: **kimothywuomni**

 Project Zero (Case Study)   Password: **kimothywuzero**   Working prototype

Motional — In-car Tablet Display & Passenger UX (End-to-end Ridehailing UX)   Dec 2022 - Nov 2024

 Motional (Case Study)   Password: **kimothywumotional**

Skills & Tools

Underline indicators   Frequently Used   Occasionally

Tools & Software

UI related	Figma	FigJam	Dovetail	Protopie	Arcade	Framer	Zeroheight	Maze	Cinema4D
Graphic creation	Photoshop	Illustrator	InDesign	After Effects	Premiere	Unreal Engine	Figma	Cinema4D	
	Unity 3D								
AI	ChatGPT	Dovetail AI	Segment						
Project Mgmt.	Jira	Confluence	Slack	Google Suite					

Skills

UX/UI related	UX/UI Design	Whiteboarding	Wireframing	Google Sprint methodology	UXR	Interaction design
	Rapid Prototyping	Design systems	Implementation			
Graphic creation	Illustration	3D Modelling	3D Cinematics	Animation	Brand design	Virtual reality scene building
Project Mgmt.	Project management	Cross-department communication	Ability to self-initiate			

Education

Tufts University — Master of Fine Arts (VR & Interaction Design)   Aug 2018 - May 2020

The Ohio State University — Bachelor of Arts (Strategic Communication)   Jan 2014 - May 2018