Sally Wu

UX Designer

Portfolio sallywu.design
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Profile

UX/UI Designer with experience designing award-winning medical and rehabilitation products, with over 3 years of experience creating healthcare solutions across mobile, web, and physical devices. I am passionate about using design to improve healthcare experiences, helping reduce patients' suffering and supporting their recovery journey. I enjoy collaborating with cross-functional teams, gaining insights from diverse perspectives, and working together to create user-centred solutions.

Experience

UX & UI Designer — *Xeno Dynamics, Oct 2018 – Jun 2022*

- Served as the sole UX/UI designer across a portfolio of medical devices, including rehabilitation robotics and assistive exoskeletons. Led the design of embedded interfaces, clinician and patient-facing applications, and web platforms, developing a deep understanding of diverse clinical workflows and healthcare user needs.
- Collaborated closely with software engineers, mechanical engineers, and programme managers to design and deliver digital healthcare solutions that support clinicians and patients.
- Conducted usability testing and iterative design improvements throughout the product development lifecycle to ensure safe, intuitive, and clinically effective user experiences.
- Designed interfaces across embedded medical device screens and web platforms, simplifying complex clinical workflows for healthcare professionals.

Junior Graphic Designer — *ToHealth, May 2016 – Nov 2017*

- Designed marketing and communication materials for community health initiatives, seasonal health campaigns, and major industry events, including General Practitioner Annual Meetings and Geriatrics Society conferences.
- Created promotional assets for healthcare products across both B2B and B2C channels, supporting brand communication and market engagement.

Project

REGAIT Rehabilitation Robot — *Xeno Dynamics*

- Research: Investigated stroke rehabilitation practices and clinical environments to identify therapists' needs and define key product requirements.
- Workflow definition: Mapped the whole rehabilitation journey and restructured a complex 30+ clinical workflow into 5 primary steps, reducing cognitive load for therapists operating in time-pressured environments.
- Wireframing: Created low-fidelity wireframes to validate the complete rehabilitation workflow, supporting early-stage evaluation using the physical robot prototype.
- Testing & iteration: Conducted task-based usability testing with colleagues simulating clinician workflows, identified key usability issues, and iterated on the design before final implementation.
- UI & motion design: Designed high-fidelity interfaces and interaction animations across all product interfaces, establishing a cohesive visual language aligned with the industrial design in the absence of an existing design system.
- Outcome: The product achieved National Medical Products Administration approval without modification and received international recognition, including the iF Design Award and Red Dot Award.

Awards

iF Design Awards 2022

reddot winner 2022

reddot winner 2022

Skills

UX Practice
User Research
Usability Testing
Information Architecture
Wireframing
Prototyping
Interaction Design
Accessibility
Design Systems

Development
Python, JS, Flask, SQL, React, HTML

Languages
Mandarin, English

Collaboration
Cross-functional Collaboration
Agile Development

Proficient Tools

Figma (design systems, component libraries, prototyping)
Adobe Suite
Axure RP
Balsamiq
Sketch
Jira
Trello
Notion

Education

Industrial Design
Sichuan University, China
2010-2014

Applied Computing
Lincoln University, NZ
2024-2026