Rachel Wu

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Portfolio_Rachel
Linkedin_Rachel

Work Experience

UI/UX Designer
Jul 2023 – Apr 2024

Genies – Los Angeles, USA

- Led Genies Party's MVP design sprints, conceptualized gamified UI solutions for an intuitive user experience.
- Synthesized user research with the Sliver Studio's current APP design language in an agile manner, iterating on multiple feature developments within two weeks, resulting in a growth to 25.75k monthly active users
- Devised Website Landing Page in Figma, creating digital assets such as prompt patterns, infographics, and banners. Ensured information hierarchy and design consistency, resulting in a 26% increase in user engagement rate
- Initiated prompt design system in Figma, creating design tokens and collaborating with the art team to establish 3D asset libraries. Streamlined prompt updates with PM and marketing teams, reducing workload by 50%
- Designed and developed Dev Portal for developers, facilitating Unity packs submissions, involving wire framing, prototyping, and close collaboration with engineers to align technical constraints with desired functionalities

Visual Design Intern
Jun 2022 – Sep 2022

Riot Games – Los Angeles, USA

- Created Product Detail Page (PDP) from concept to final execution to optimize product showcase
- Collaborated with visual designers to seamlessly integrate 20+ new products content, streamline workflow processes, and craft user flows tailored to anticipated user behaviors and needs
- Designed and created content and features for a range of projects from ideation to delivery; presented insights to leadership with regards to design alternatives to facilitate roadmap setting
- Refined and integrated buttons, icons, and UI effects to improve User Interface and product quality
- Created a modular design framework in Figma and worked with engineers to evaluate technical feasibility

UI/UX Intern
Jan 2022 – Apr 2022

TH Experiential - Remote, USA

- Built 10+ UI kits for social media campaigns with multiple beauty brands, supported design QA for engineers
- Excuted 50+ usability testings and reviewed feedback to extract product improvement recommendations

Freelance

Loverwatch Game UIUX Design
- Delivered Figma-based design process from brief to final delivery. Created style guides, wireframes, and prototypes. Collaborated with cross-functional teams to enhance "Loverwatch" game with 20+ digital assets

Transporation Management System Design
- Collaborated with the Product Manager to understand business scope and conducted user research to develop effective UI/UX designs for the transportation management system

Skills

Software
Figma, Sketch, Adobe XD, Notion
Adobe Photoshop, Adobe Illustrator, Adobe Indesign
Adobe Effect, Adobe Premiere Pro, Lottie Animation
HTML, CSS, Webflow, Framer
Cinema 4D, Spline
Google Workspace

Visual Design
Asset Design, Motion Graphic, Email Design, Promotion Design, Campaign Design, Brand Strategy, Marketing Design, Brand Identity, Typography, Printing, Package Design, Layout Design

UI/UX Design
User Research, User Interview, Usability Testing, WCAG, Design QA Interface Design, Responsive Web/Mobile Design, Design System

Education

Westcliff University
Irvine
Anticipated

Master of Business Administration in Web Design

ArtCenter College of Design
Pasadena
Dec, 2022

Master of Fine Arts in Graphic Design