



# Jesse Wu

## Product Designer

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## UX

### Skills

- User Interface Design
- High-Fidelity Mockups
- Usability Testing
- User Research
- Visual Design
- Contextual Inquiry
- Rapid Prototyping
- Wireframing
- Data Visualization
- Heuristic Analysis

### Tools

- Sketch
- Axure
- Figma
- Illustrator
- InVision

## Technical

### Skills

- Web Development
- Software Engineering
- Data Structures
- Algorithms
- OOP

### Languages

- HTML, CSS
- Javascript
- Python
- Java
- C/C++

## Education

### Cornell University

Ithaca, NY | August 2017 – December 2018

M.P.S. in Information Science | GPA: 3.74

### University of Illinois at Urbana-Champaign

Champaign, IL | August 2013 – December 2016

B.S. in Computer Engineering | GPA: 3.51

## Experience

### GetInsured — Product Designer

Mountain View, CA | April 2019 – Present

Spearheading a company-wide effort to improve, revamp, and create a design system for all seven of GetInsured's online health exchanges. Collaborating with product managers and engineers to design, prototype, and maintain mockups for these web products using tools such as Figma and Sketch. Developing the UI of the aforementioned state health exchanges — sites used by millions, using HTML/CSS/JavaScript. Drove and executed the visual design of a set of proposals that helped secure multi-million dollar deals with our new clients, NJ and PA.

### Assurant — UX Design Intern

Atlanta, GA | June 2018 – August 2018

Independently prototyped a resource center for MyWiT, an ecommerce site that sells used phones. Created wireframes for existing and new pages, reworked the information architecture of the site, and reimagined its visual design. Built the high-fidelity prototype through an iterative process of gathering stakeholder requirements and collecting user feedback.

### Microsoft Research — Student UX Designer

Cornell University, Ithaca, NY | January 2018 – May 2018

Designed and implemented an educational coding game on Microsoft's MakeCode platform for Microsoft Research. Conducted user testing to ensure that gameplay feels fluid and fun. Created graphical assets and designed puzzles for the game.

### Vogomo — UX Designer

Singapore | April 2017 – July 2017

Led all user interface and workflow design decisions in a 10+ member team for a large-scale web application. Revamped the application's design by iteratively crafting over 50 pages of high-fidelity prototypes and conducting user testing, significantly increasing our client's satisfaction with the application.

### Halliburton — Software Engineering Intern

Houston, TX | June 2016 – August 2016

Redesigned the graphical user interface of an oilfield data calibration software suite by collecting requirements from end-users and using UX design heuristics. Extended the functionality of an operation planning tool's GUI using OOP.