

# Ann Wu

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I am a **UX Designer** with a background in education product design. From an instructional designer to a UX designer, I apply the pedagogical lens to design thinking. Through empathizing and analyzing human needs, I am focusing on the most learnable UX strategies. My experiences in online curriculum design, employee's professional training, and content management have equipped me with diverse skill set and flexibility for problem solving across industries.

## EXPERIENCE

### Ross Institute, **Instructional Designer**

JUN 2017 - JUL 2018 | New York

- Conducted user research to define specific Learning Management System functionalities for determining design direction
- Increased senior faculty's technology literacy by developing interactive learning activities and providing mentorship assistance
- Established the learning flows and interface convention for the learning management system through wireframe iterations
- Achieved 93.6% engagement rate by actively providing solutions to problems during the on-site training session for 100+ K-12 teachers

### Berkeley College, **Instructional Designer**

NOV 2016 - JUN 2017 | New York

- Revamped TLC Department website layout and interface with HTML5 and CSS
- Developed online course and on-site consultant to guide faculty members to create the hybrid classroom, flipped classroom, and the distant learning course
- Analyzed learning situations, teaching style(s), and student audience for teachers in eight subject areas by applied learning theories, instructional design theories, and digital learning tools

### Solomon R. Guggenheim Museum, **Interactive Intern**

SEP 2016 - NOV 2016 | New York

- Conducted UX research by investigating the museum archive design of competitors' websites to improve accessibility and increase the number of unique visitors per month
- Optimized the official website by re-organizing the information architecture and managing contents in WordPress.

### New York University, **Instructional Designer**

MAY 2015 - AUG 2015 | New York

- Led three instructional design projects aiming at helping NYU faculty enhance course engagement with technology assistance.
- Facilitated technology-training sections to assist 12 faculty members in integrating technologies and the course contents
- Evaluated 12 instructional designs of NYU faculty members by creating data visualization graphs

## EDUCATION

### General Assembly

JUL 2018 - OCT 2018 | San Francisco

User Experience Design Immersive

### New York University

SEP 2014 - MAY 2016 | New York

M.A., Digital Media Design for Learning

M.A., Game for Learning (Minor)

### National Chengchi University

SEP 2007 - JUN 2014 | Taipei

M.A., Education

## SKILLS

User Research  
UX Strategy  
User Flow/ User Journey  
Information Architecture  
Wireframes & Prototyping  
Usability Testing  
Instructional Design  
Interaction Design

## TOOLS

Sketch  
Adobe Creative Suite  
Invision  
Balsamiq  
HTML5, CSS, JavaScript  
Keynote  
Articulate  
Captivate

## LANGUAGE

English, Mandarin