



# SHAUNA WU

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New York

www.wjxdesign.com

## EDUCATION

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**New York University**, Brooklyn, New York Aug. 2022-May. 2024  
*Masters of Professional Studies; Major:* Interactive Telecommunications Program

**Pratt Institute**, Brooklyn, New York Aug. 2018 – May. 2022  
*Bachelor of Industrial Design; Major:* Industrial Design; **Major GPA:** 3.8

## PROFESSIONAL EXPERIENCE

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**UI/UX Design Intern, Alcöv**, New York September. 2024 – Present  
· Collaborated in a fast-paced team to refine user interfaces for an interior design app, enhancing user satisfaction by 20% based on post-feature survey responses.  
· Led the end-to-end design of the UI for a new AI-driven feature, from initial concept through to final implementation, impacting thousands of users monthly.  
· Created wireframes, prototypes, high-fidelity mockups, and a suite of custom icons that aligns with the app's branding.

**Junior UI/UX Designer, DataLynn**, New York January. 2024 – Present  
· Developed and optimized user interfaces, improving usability by 25%, based on user testing feedback.  
· Designed landing pages for web, tablet, and iOS platforms, ensuring a consistent user experience across devices.  
· Edited over 15 videos and created animations to enhance UI elements.  
· Collaborated with 4 teams to align designs with marketing strategies and business goals.

**UX Design Intern, LePal.ai**, New York July. 2024 – September. 2024  
· Led UX research by organizing the target user pool, conducting 15 user interviews and 30 surveys.  
· Turned research insights into practical designs, including wireframes, mockups, and interactive prototypes.  
· Analyzed user metrics to guide improvements and collaborated with teams to refine designs based on feedback.

**Internship, Shanghai Disney Resort**, Shanghai, China May. 2023 – August. 2023  
· Cooperated in the planning, setup, and executed 3 user testing sessions for the company's app, gathering feedback from participants to aid in product improvements.  
· Worked closely with cross-functional teams, including product managers, developers, and legal consultants, ensuring smooth coordination across projects.

## PROJECTS

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**Purrify**, Brooklyn, New York May. 2023 – August. 2024  
· A cute plant pot and smart home device, acting as an air quality sentinel for dust-sensitive users and pets.  
· Equipped with a PM2.5 sensor and an OLED screen to detect and display real-time air quality data in a visually engaging and intuitive manner.  
· Developed a companion app that provides detailed air quality insights, notifications, and historical data tracking.

**Cloudie**, Brooklyn, New York Nov. 2021  
· A smart dog toilet that eliminates odors, cleans up after your dog, and keeps their paws dry.  
· An app that provides a community for potty training tips, repurchasing disposables, and monitoring the user's dog's behavior trend.

## COMPUTER SKILLS

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**3D Software:** SolidWorks, Fusion 360, Maya, Onshape, Meshmixer, Keyshot, Unity, Unreal Engine, Arduino

**2D Software:** Adobe Creative Suite, Microsoft Office, Figma, Sketch, Touch Designer

**Coding Languages:** JavaScript, HTML/CSS, C++